

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 28-APR. 3, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE OF T/C						KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
							AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+ 49	LOH 18-49 W/CH <3	W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
													18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+	TOT. 12- 17	FEM. 12- 17	TOT. 2- 11	TOT. 6- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 28-APR. 3, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
									TOTAL WORKING				W O M E N					M E N					T E E N S		C H I L D R E N					
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS (2+)	WOMEN 18+ 49	LOH 18-49 W/CH 18-49 W/CH	18- 18- 25- 35- TOTAL 34 49 54 64 55+					18- 18- 25- 35- TOTAL 34 49 54 64 55+					TOT. 12- 17	FEM. 12- 17	TOT. 2- 11	TOT. 6- 11						
EVENING CONT'D																														
AMEN(R)					A	16.8	30	1488	1740	300	229	102	867	249	471	439	395	348	439	131	223	202	195	192	176	104	258	185		
SAT					B	16.4	29	1449	1723	304	230	89	843	248	452	419	372	344	443	152	243	211	184	178	190	119	247	171		
					C	17.6	31	1562	1739	323	239	68	871	242	430	406	385	382	493	157	264	245	221	195	155	95	220	154		
BEAUTY & THE BEAST					A	11.8	22	1045	1685	386	285	84	915	223	454	456	456	386	548	157	285	293	264	222	64	41^	158	83		
FRI					B	11.8	22	1045	1685	386	285	84	915	223	454	456	456	386	548	157	285	293	264	222	64	41^	158	83		
					C	13.1	22	1161	1706	347	264	76	890	246	478	458	430	349	551	144	294	287	288	219	87	51	178	105		
					A	11.4	21	1010	1665	361	266	84	884	209	434	434	437	381	559	155	290	297	271	228	66	42^	157	83		
					A	12.3	22	1090	1690	406	299	83	936	234	470	472	471	388	533	158	278	287	255	213	62	39^	158	83		
BEVERLY HILL'S BUNTZ					A	11.5	20	1019	1732	315	270	113	746	270	525	494	394	159	726	258	477	440	375	201	101	39^	159	91		
FRI					B	10.9	19	966	1700	299	252	108	737	267	503	475	373	178	656	240	444	413	331	165	110	55	199	113		
					C	10.9	19	966	1700	299	252	108	737	267	503	475	373	178	656	240	444	413	331	165	110	55	199	113		
BILL COSBY SHOW(R)					A	25.1	42	2224	1823	328	269	96	817	311	512	441	329	262	502	206	324	281	218	145	179	96	325	219		
THU					B	26.6	44	2352	1799	325	267	94	810	298	503	447	343	263	463	187	299	263	208	136	196	103	330	222		
					C	28.1	44	2492	1816	340	276	89	851	301	498	443	358	300	505	188	307	278	225	163	175	94	285	182		
BOYS WILL BE BOYS(R)					A	2.3	4	204	1567	264^	205^	58^	580	295^	467	393	278^	67^	514	327	418	311^	170^	59^	198^	98^	274^	245^		
SAT					B	2.7	5	239	1614	264	212	64^	569	267	450	375	277	83^	477	240	374	313	221	63^	216	131^	351	281		
					C	2.8	5	251	1652	262	221	51^	533	261	411	335	232	94^	489	260	405	335	209	55^	254	131	377	273		
BRONX ZOO					A	10.8	20	957	1543	308	253	113	753	322	478	415	319	221	495	192	341	319	262	107	165	92	130	71		
WED					B	10.8	20	957	1543	308	253	113	753	322	478	415	319	221	495	192	341	319	262	107	165	92	130	71		
					C	10.8	20	957	1543	308	253	113	753	322	478	415	319	221	495	192	341	319	262	107	165	92	130	71		
					A	10.4	18	921	1569	309	254	113	758	321	486	425	331	216	497	187	341	325	275	104	164	91	149	81		
					A	11.2	21	992	1519	307	251	112	749	323	470	405	309	226	492	196	341	314	250	110	165	93	113	62^		
BUCK JAMES					A	7.6	14	673	1560	337	244	47^	807	161	396	451	486	313	545	174	307	297	295	184	91^	45^	118	79^		
THU					B	9.1	16	802	1497	335	241	51^	823	181	393	435	452	338	515	145	265	263	278	209	69	34^	90	52^		
					C	8.2	15	727	1511	303	220	58	816	184	409	441	445	322	534	141	274	280	290	216	72	37^	89	57		
					A	7.5	13	665	1556	347	251	38^	810	158	389	447	490	321	523	168	291	274	275	181	95^	50^	128	86^		
					A	7.7	14	682	1563	328	237	55^	803	165	402	454	483	305	566	179	322	319	314	187	87^	40^	107	72^		
CAGNEY & LACEY					A	11.9	21	1054	1484	324	235	59^	868	216	429	440	437	372	481	139	249	249	232	196	71	39^	64	49^		
TUE					B	11.3	20	1001	1482	327	234	64	881	213	427	440	442	386	474	124	233	234	238	203	64	33^	63	43^		
					C	12.7	22	1122	1500	317	236	68	866	217	440	450	441	359	501	138	251	241	242	215	65	36	68	42		
					A	11.8	20	1045	1480	313	224	55^	859	210	412	426	428	379	471	141	242	239	219	195	75	39^	76	57^		
					A	12.1	23	1072	1476	332	243	62	870	220	441	451	442	361	487	136	254	256	242	196	67	38^	51^	41^		
CBS NCAA BSKBL CHMP-SP-SA(S)					A	13.3	24	1178	1638	223	165	32^	518	141	287	272	264	188	951	343	586	565	454	277	80	13^	89	66		
SAT																														
ARIZONA VS OKLAHOMA					A	11.5	23	1019	1602	213	149	31^	522	164	280	244	238	202	892	332	545	499	389	274	76	17^	112	77		
CONT'D																														

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

MAR. 28-APR. 3, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE T/C					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
						AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING		LOH	W O M E N					M E N					T E E N S		C H I L D R E N				
								PERS	WOMEN	18-49	18- W/CH	18- 49	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	12- 17	12- 17	TOT.	TOT.		
								(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	2+	6+	
EVENING CONT'D																												
CBS NCAA BSKBL CHMP-SP-S-CONT'D																												
8.00 - 8.30					A	12.6	25	1116	1639	210	151	33^	510	146	267	249	243	200	936	350	569	531	415	288	79	17^	114	81
8.30 - 9.00					A	12.7	23	1125	1601	203	152	22^	476	125	258	249	246	176	965	347	597	578	463	274	82	13^	78	56^
9.00 - 9.30					A	13.5	24	1196	1658	225	169	36^	529	145	301	282	270	187	973	347	605	590	479	275	75	10^	81	60
9.30 - 10.00					A	14.5	26	1285	1674	248	185	34^	549	143	313	301	292	189	956	337	585	575	472	279	84	11^	85	67
10.00 - 10.30					A	12.3	23	1090	1683	278	210	44^	604	160	345	338	309	208	900	338	572	566	434	247	83	13^	96	74
CBS SUNDAY MOVIE																												
SUN 9.00P 120 CBS 2					A	14.5	25	1285	1532	377	230	38^	927	184	375	396	476	465	512	98	199	224	237	259	44^	21^	48^	19^
211 99 FF 26					B	17.6	29	1559	1674	333	225	46	847	219	418	405	432	356	640	180	331	323	308	253	95	42	92	54
THE WOMAN HE LOVED					C	17.4	27	1538	1648	338	241	60	870	219	438	439	439	360	608	155	308	312	320	248	82	39	88	54
9.00 - 9.30					A	13.9	23	1232	1543	369	218	47^	923	177	373	401	469	460	522	93	208	236	246	263	50^	21^	47^	14^
9.30 - 10.00					A	14.4	23	1276	1511	365	216	37^	923	179	368	394	474	463	501	78	184	216	247	264	37^	16^	50^	16^
10.00 - 10.30					A	15.1	26	1338	1561	395	244	37^	939	195	384	402	483	467	519	117	203	225	227	256	45^	24^	58	26^
10.30 - 11.00					A	14.5	26	1285	1521	379	242	31^	930	186	377	393	482	471	510	105	202	221	230	253	45^	24^	36^	18^
CHEERS					A	23.2	39	2056	1701	345	283	113	768	350	535	461	305	190	551	263	392	349	225	127	151	67	232	150
THU 9.00P 30 NBC 2					B	24.2	39	2140	1689	330	275	113	769	346	540	471	314	188	518	243	372	326	220	120	179	82	223	143
					C	23.9	38	2116	1712	359	301	108	812	341	536	472	334	227	547	234	379	341	243	133	162	85	192	117
COMING OF AGE					A	10.1	16	895	1480	295	225	67^	732	204	400	415	378	266	476	179	286	276	220	152	77	37^	195	118
TUE 9.00P 30 CBS 2					B	8.9	14	784	1510	279	210	78	747	206	387	386	366	306	480	162	272	266	224	174	89	36^	195	118
204 98 CS 3					C	9.6	15	848	1543	289	222	81	764	220	398	395	361	312	510	179	298	293	236	175	85	40^	183	107
CRIME STORY					A	12.9	23	1143	1708	280	210	60	762	166	412	427	439	285	755	209	465	426	421	234	89	35^	102	58
TUE 10.00P 60 NBC 2					B	12.4	22	1099	1671	277	209	60	766	156	398	416	443	299	728	206	432	395	397	241	93	40^	83	49
200 99 OP 20					C	12.1	21	1068	1612	280	208	58	752	179	385	389	405	306	679	198	392	374	371	233	100	46	81	47
10.00 - 10.30					A	13.3	23	1178	1712	289	216	62	776	164	417	430	448	293	744	199	455	423	421	231	86	36^	106	66
10.30 - 11.00					A	12.6	24	1116	1690	270	203	58	742	168	404	420	425	274	761	218	472	426	418	235	91	35^	97	49^
DALLAS					A	16.2	28	1435	1618	307	227	57	948	182	398	425	438	486	515	121	246	263	240	225	50	30^	105	73
FRI 9.00P 60 CBS 1					B	16.2	28	1435	1618	307	227	57	948	182	398	425	438	486	515	121	246	263	240	225	50	30^	105	73
211 99 GD 24					C	16.8	28	1492	1640	322	234	67	965	223	429	444	424	466	490	121	233	240	229	222	57	32	128	87
9.00 - 9.30					A	15.5	27	1373	1612	300	222	55	953	187	399	419	431	493	511	113	240	259	240	230	50	29^	98	68
9.30 - 10.00					A	17.0	30	1506	1614	311	231	59	937	177	395	427	442	477	515	128	250	265	239	220	51	30^	111	77
DAY BY DAY					A	9.7	17	859	1720	293	244	89	758	290	476	393	316	247	551	229	369	315	244	134	180	102	232	152
SUN 8.30P 30 NBC 2					B	11.8	19	1041	1782	338	286	87	756	317	513	433	320	201	513	229	352	310	219	116	208	118	306	206
203 98 CS 5					C	14.1	22	1251	1815	344	292	91	786	336	537	459	329	209	512	225	372	318	227	110	219	129	298	204
DAYS & NIGHTS-MOLLY DODD					A	16.4	28	1453	1631	343	277	127	774	347	547	486	328	176	533	242	382	352	229	118	139	70	185	112
THU 9.30P 30 NBC 2					B	16.8	28	1488	1581	330	272	126	777	335	540	488	340	192	494	222	355	316	219	113	137	70	173	104
205 99 CS 2					C	16.8	28	1488	1581	330	272	126	777	335	540	488	340	192	494	222	355	316	219	113	137	70	173	104
DESIGNING WOMEN					A	14.7	22	1302	1565	339	271	94	859	306	505	470	371	308	480	149	272	273	229	171	70	35^	155	79
CONT'D																												

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 28-APR. 3, 1988

PROGRAM NAME				NO. OF T/C	K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																													
DAY	TIME	DUR	NET #STNS CVG% TYPE			AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING		LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN														
									PERS	WOMEN		18-	18-	25-	35-	18-	18-	25-	35-	TOT. 12-	FEM. 12-	TOT. 2-	TOT. 6-															
									(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11										
EVENING CONT'D																																						
DESIGNING WOMEN-CONT'D																																						
MON	8.30P	30	CBS	2	B	14.6	22	1294	1546	352	273	91	859	291	486	457	368	321	477	145	263	275	229	172	65	32 ^A	145	78										
	209	98	CS	6	C	14.3	21	1264	1594	346	271	91	852	288	479	457	369	321	492	161	279	277	236	174	95	54	154	86										
DOLLY(R)																																						
SAT	8.00P	60	ABC	2	A	8.6	16	762	1769	273	166	65 ^A	824	136	334	378	444	406	652	138	300	326	336	305	72 ^A	22 ^A	222	148										
	217	99	GV	9	B	8.7	16	771	1750	276	174	55 ^A	812	163	337	373	412	391	616	141	301	313	319	276	74	29 ^A	249	169										
	8.00 - 8.30				C	10.5	18	927	1757	280	191	62	852	168	369	403	424	402	629	143	316	330	337	263	69	32	207	133										
	8.30 - 9.00				A	8.1	15	718	1755	268	165	64 ^A	813	135	327	366	439	406	635	132	288	319	320	303	71 ^A	18 ^V	236	159										
					A	9.1	16	806	1782	277	166	66 ^A	833	137	339	388	448	406	666	144	312	332	351	306	73 ^A	26 ^A	209	138										
DUET(R)																																						
SUN	9.30P	30	FOX	2	A	3.6	6	319	1711	294	265	36 ^V	613	285	461	357	240	128 ^A	722	426	620	458	254	73 ^A	194 ^A	94 ^A	183 ^A	111 ^A										
	119	83	CS	24	B	3.5	6	310	1651	289	261	78 ^A	629	335	485	369	211	121 ^A	697	386	572	421	273	101 ^A	137 ^A	68 ^A	187	127 ^A										
					C	3.0	5	267	1635	319	288	85 ^A	664	366	526	412	243	117	604	336	499	389	234	81 ^A	193	111	174	114										
DYNASTY																																						
WED	9.00P	60	ABC	1	A	16.1	26	1426	1559	331	265	95	830	274	488	452	381	292	463	191	289	243	175	156	109	74	158	104										
	219	99	GD	22	B	16.1	26	1426	1559	331	265	95	830	274	488	452	381	292	463	191	289	243	175	156	109	74	158	104										
	9.00 - 9.30				C	14.3	25	1269	1561	340	273	89	879	288	491	447	376	341	462	182	277	247	193	153	103	63	117	73										
	9.30 - 10.00				A	15.9	25	1409	1590	328	262	91	823	281	487	443	368	287	472	199	295	244	173	159	114	75	182	117										
					A	16.3	26	1444	1528	334	268	99	837	268	489	460	393	298	454	183	282	243	177	153	104	74	134	92										
'88 VOTE-CONN. PRIMARY(S)																																						
TUE	9.27P	3	ABC		A	14.7	23	1302	1657	356	325	126	752	390	588	496	285	132	499	293	402	339	164	71	173	98	233	170										
	215	98	P																																			
EISENHOWER & LUTZ																																						
MON	9.30P	30	CBS	2	A	12.3	19	1090	1546	331	245	110	777	301	479	406	325	262	515	208	353	335	235	140	116	69	137	96										
	210	99	CS	3	B	12.3	19	1090	1530	334	257	98	785	300	487	430	326	263	521	201	336	328	241	154	90	50	133	88										
					C	12.9	20	1146	1535	329	252	93	790	296	482	444	329	270	525	192	336	332	252	156	97	52	122	81										
EQUALIZER																																						
WED	10.00P	60	CBS	2	A	14.0	25	1240	1545	279	198	78	774	165	385	404	413	331	638	167	345	348	320	247	59	30 ^A	74	55										
	210	99	PD	21	B	13.6	25	1205	1535	269	188	63	765	161	376	381	409	338	620	173	335	331	310	236	76	30 ^A	74	52										
	10.00 - 10.30				C	12.7	22	1126	1577	272	191	66	749	196	395	385	387	304	662	190	369	357	345	242	87	38	80	43										
	10.30 - 11.00				A	13.8	24	1223	1549	272	188	78	781	163	375	406	418	343	639	169	337	344	315	251	61	30 ^A	69	48 ^A										
					A	14.1	26	1249	1552	288	210	78	773	167	397	406	411	323	642	166	355	355	328	244	58	30 ^A	80	62										
FACTS OF LIFE(R)																																						
SAT	8.00P	30	NBC	2	A	14.0	26	1240	1655	268	210	90	813	247	424	368	321	350	433	164	245	184	173	170	150	94	260	190										
	205	99	CS	25	B	13.6	25	1201	1669	280	226	89	807	250	427	373	314	343	434	161	253	215	185	160	171	108	256	173										
					C	14.7	26	1301	1733	307	243	78	832	264	440	382	324	349	455	162	265	238	196	159	174	112	271	179										
FALCON CREST																																						
FRI	10.00P	60	CBS	1	A	13.7	25	1214	1583	319	235	58	936	174	402	436	469	466	463	118	218	220	198	211	67	42 ^A	118	88										
	210	99	GD	23	B	13.7	25	1214	1583	319	235	58	936	174	402	436	469	466	463	118	218	220	198	211	67	42 ^A	118	88										
	10.00 - 10.30				C	14.3	26	1263	1586	323	239	62	951	226	434	441	428	452	453	118	210	214	206	210	65	41	118	83										
	10.30 - 11.00				A	13.8	25	1223	1590	327	240	56	938	176	401	437	465	468	465	117	219	218	201	211	65	41 ^A	122	90										
					A	13.6	26	1205	1577	312	229	59	933	173	403	434	472	464	461	118	217	222	194	211	68	44 ^A	114	87										
FAMILY DOUBLE DARE(S)																																						
SUN	8.00P	30	FOX		A	4.0	7	354	1910	233	199	94 ^A	641	295	430	314	229	178 ^A	560	313	435	367	205	55 ^A	270	104 ^A	439	323										
	CONT'D																																					

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 28-APR. 3, 1988

PROGRAM NAME					NO. OF T/C	K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR #STNS	NET CVG% TYPE	AVG. AUD. %			SH %	AVG. AUD. 0,000	TOTAL WORKING		LOH	W O M E N					M E N					T E E N S		CHILDREN					
									PERS	WOMEN	18-49	18- 18- W/CH	18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+	TOT.	FEM.	TOT.	TOT.			
										(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11
EVENING CONT'D																													
MURDER, SHE WROTE(R)-CONT'D																													
SUN	8.00P	60	CBS	2	B	18.5	31	1635	1626	306	188	34	893	119	320	361	468	499	624	94	236	258	322	335	47	23^	61	37	
	211	99	SM	28	C	20.2	30	1789	1611	313	199	40	899	133	331	366	455	495	592	95	224	247	305	319	53	26	67	41	
	8.00 - 8.30				A	14.2	26	1258	1636	292	166	32^	886	124	308	338	445	505	640	110	238	256	296	354	59	28^	50^	30^	
	8.30 - 9.00				A	15.1	26	1338	1614	298	171	31^	897	122	309	342	448	514	603	97	223	244	288	332	59	26^	55	35^	
MY SISTER SAM																													
TUE	8.30P	30	CBS	2	A	7.9	12	700	1494	313	248	48^	748	278	437	379	319	254	429	193	263	232	169	138	82^	38^	235	152	
	201	96	CS	3	B	7.4	11	656	1494	301	234	59^	765	290	429	372	292	281	424	173	253	232	167	145	84	37^	222	146	
					C	7.4	11	653	1549	293	229	68	769	293	422	370	286	294	463	186	285	260	195	149	84	43^	234	140	
MY TWO DADS SPEC(S)																													
MON	8.30P	30	NBC		A	16.7	25	1480	1849	297	258	92	721	299	505	425	301	177	456	230	347	276	176	88	247	134	425	290	
	197	99	CS																										
NBC MONDAY NIGHT MOVIES																													
MON	9.00P	120	NBC	1	A	14.9	24	1320	1669	285	238	79	845	218	502	482	433	301	591	161	337	348	289	212	103	49	129	91	
	204	99	FF	24	B	14.9	24	1320	1669	285	238	79	845	218	502	482	433	301	591	161	337	348	289	212	103	49	129	91	
					C	16.9	26	1494	1654	329	262	84	850	276	501	458	403	292	504	169	308	290	253	160	147	81	153	95	
GORE VIDAL'S LINCOLN, PART 2																													
	9.00 - 9.30				A	15.1	23	1338	1667	287	235	70	805	209	474	447	403	293	560	161	315	316	259	203	132	67	169	110	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 28-APR. 3, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
						AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN				
									TOTAL PERS (2+)	WORKING WOMEN 18+	LOH 18-49 W/CH <3	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOT. 12-17	FEM. 12-17	TOT. 2-6	TOT. 11		
EVENING CONT'D																													
SPORTSBREAK-SAT-CONT'D																													
SAT	10.57P	1	CBS	2	B	11.0	21	975	1672	315	241	91	755	230	431	448	390	242	693	233	428	429	353	206	101	54	123	78	
	207	98	SN	28	C	8.6	15	766	1685	300	228	69	790	221	413	410	376	315	657	204	376	380	327	225	103	44	134	82	
SPORTSBREAK-SUN																													
SUN	9.54P	1	CBS	2	A	14.3	23	1267	1535	365	210	34^	935	180	368	394	479	475	513	79	183	225	254	268	32^	15^	54	13^	
	211	99	SN	28	B	18.3	29	1621	1696	326	222	43	837	230	429	410	426	336	652	189	341	332	318	250	103	49	104	61	
					C	17.3	27	1533	1658	342	247	60	876	225	450	446	443	357	606	156	309	310	319	246	85	41	91	56	
THIRTYSOMETHING(R)																													
TUE	10.00P	60	ABC	2	A	13.2	24	1170	1518	359	326	125	782	421	630	551	297	117	490	288	391	352	175	72	135	86	110	67	
	215	99	GD	21	B	14.2	25	1254	1505	361	324	140	800	453	656	565	290	112	469	270	391	353	175	57	116	73	120	68	
	10.00 - 10.30				C	13.7	24	1210	1560	364	325	153	819	459	652	550	291	132	494	269	397	357	194	66	123	73	124	70	
	10.30 - 11.00				A	13.5	23	1196	1529	352	322	130	773	419	630	548	294	111	494	299	404	363	174	62	137	88	125	75	
					A	13.0	24	1152	1494	362	327	119	786	420	625	551	298	123	483	273	375	339	175	81	132	82	94	58	
TRACEY ULLMAN SHOW(R)																													
SUN	10.00P	30	FOX	2	A	4.2	7	372	1563	285	263	63^	571	276	462	363	253	92^	698	408	605	467	264	71^	154^	72^	139^	97^	
	117	84	CS	5	B	3.5	6	306	1537	299	285	67^	601	324	479	357	216	107^	638	353	522	411	258	94^	143^	85^	154	103^	
					C	3.4	5	299	1458	256	233	68^	595	314	456	343	213	120	552	289	455	364	231	79^	152	79^	160	113	
TRIAL & ERROR																													
TUE	8.00P	30	CBS	2	A	5.3	8	470	1475	260	178	51^	644	184	333	336	309	243	461	197	281	250	187	151	111^	42^	259	156	
					B	5.2	8	461	1456	250	177	65^	672	195	336	309	281	281	482	179	284	252	198	170	99	32^	204	129	
20/20																													
FRI	10.00P	60	ABC	2	A	11.4	21	1010	1523	240	173	69^	693	204	339	317	287	299	508	171	292	272	223	185	100	37^	222	132	
	218	99	DN	27	B	12.8	24	1134	1538	327	231	64	822	198	420	452	444	331	515	135	287	306	313	208	96	51^	95	65	
	10.00 - 10.30				C	12.7	23	1126	1605	301	223	82	804	231	436	437	399	301	607	181	351	363	304	201	88	43	107	69	
	10.30 - 11.00				A	10.9	20	966	1552	322	234	59^	803	189	417	454	439	324	538	129	280	300	306	207	110	61^	101	69	
					A	11.8	22	1045	1519	318	233	52^	779	178	417	448	437	304	564	142	296	315	323	210	85	43^	91	61	
21 JUMP STREET(R)																													
SUN	7.00P	60	FOX	2	A	5.1	11	452	1996	413	355	137^	834	412	635	493	355	142	692	398	549	439	244	93^	224	118^	248	176	
	124	87	OP	29	B	5.9	11	518	1835	375	314	110	736	357	553	455	322	133	645	379	526	390	232	88	181	108	273	197	
	7.00 - 7.30				C	5.6	9	493	1778	356	310	80	707	347	541	429	302	125	554	318	450	336	207	76	265	147	252	165	
	7.30 - 8.00				A	4.7	11	416	2045	411	357	139^	858	433	661	513	367	139^	716	408	571	452	258	101^	215	117^	256	185	
					A	5.5	11	487	1955	414	354	137	813	393	612	476	344	144	671	391	530	427	232	85^	231	119^	240	168	
227(R)																													
SAT	8.30P	30	NBC	2	A	16.0	29	1418	1669	261	203	100	822	261	447	390	336	335	407	151	222	173	150	168	167	112	273	207	
	204	99	CS	25	B	15.4	27	1360	1680	268	214	91	804	250	430	377	319	338	439	169	254	209	170	164	177	120	261	183	
					C	16.5	29	1465	1739	313	246	73	863	259	438	391	344	380	460	160	262	236	193	168	161	101	256	174	
UNRULY DRAGON(S)																													
SUN	10.00P	60	ABC	2	A	9.3	16	824	1701	256	209	74^	624	211	384	371	302	206	800	282	538	523	403	218	101	33^	176	120	
	212	98	DN																										
	10.00 - 10.30				A	9.6	16	851	1732	263	219	79	629	234	408	380	293	190	806	287	553	539	413	209	104	32^	194	130	
	10.30 - 11.00				A	9.1	16	806	1649	245	196	68^	612	183	354	358	308	220	785	274	516	500	387	225	98	33^	154	108	
WEST 57TH																													
SAT	10.04P	60	CBS	1	A	9.8	19	868	1653	281	208	72^	689	210	395	401	354	215	822	303	524	523	405	218	71^	19^	71^	47^	
	CONT'D				B	9.8	19	868	1653	281	208	72^	689	210	395	401	354	215	822	303	524	523	405	218	71^	19^	71^	47^	

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

MAR. 28-APR. 3, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE OF T/C						K E Y	HOUSEHOLD AUDIENCES AVG. AVG. AUD. SH AUD. % % 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
										TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN				
										PERS	WOMEN	18-49	18-W/CH	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.					
										(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	
EVENING CONT'D																														
WEST 57TH-CONT'D																														
		205	98	DN	25	C	7.7	14	685	1588	296	227	70	767	224	412	415	370	290	643	205	385	391	315	207	79	32^	99	58	
	10.00 - 10.30					A	9.7	19	859	1691	301	225	64^	702	209	401	402	361	222	851	298	529	543	437	234	66^	13v	72^	45^	
	10.30 - 11.00					A	9.9	20	877	1613	265	196	78	673	211	391	400	346	203	798	309	521	509	379	202	72^	23^	70^	46^	
	11.00 - 11.30					A	10.3	22	913	1625	252	182	68^	693	193	364	370	351	257	776	277	486	473	367	225	83	34^	74	58^	
WHO'S THE BOSS?						A	22.0	35	1949	1665	312	258	92	737	322	483	432	290	212	436	192	308	284	191	100	187	97	305	216	
TUE	8.00P	30	ABC	2	B	21.9	35	1940	1716	319	267	95	737	334	498	436	285	198	451	208	328	282	191	100	199	103	329	230		
	219	99	CS	25	C	21.4	33	1898	1767	343	290	100	764	338	517	438	299	206	475	220	339	293	203	104	217	118	310	211		
WISEGUY						A	10.1	17	895	1482	284	212	73	696	240	434	397	323	216	590	202	396	391	306	152	95	44^	101	69^	
MON	10.00P	60	CBS	2	B	10.3	17	913	1479	285	224	74	723	254	439	400	325	245	600	204	385	382	303	179	64	29^	92	60		
	210	99	OP	11	C	11.1	19	986	1522	306	245	76	774	251	455	427	357	275	598	203	377	368	301	183	79	29^	70	43		
	10.00 - 10.30				A	10.2	17	904	1495	296	220	87	720	257	457	411	328	216	575	206	384	378	288	152	97	48^	103	69^		
	10.30 - 11.00				A	9.9	17	877	1484	274	206	60^	678	226	416	386	320	219	611	199	413	409	327	153	95	40^	100	70^		
WOMEN IN PRISON(R)						A	1.8	3	159	1557	294^	254^	38v	599	251^	455	358^	312^	123^	384^	182^	295^	210^	170^	88v	215^	106^	358^	296^	
SAT	8.30P	30	FOX	2	B	2.2	4	190	1701	265	240	61^	584	283	467	383	270	91^	476	186^	341	291	259	114^	230^	130^	411	332		
	113	78	CS	23	C	2.5	4	219	1690	263	213	63^	551	239	386	335	260	127	531	247	393	335	229	108^	234	136	373	273		

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 28-APR. 3, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
DAY	TIME	DUR	NET	NO. OF T/C	AUG. AUD. %	SH %	AUG. AUD. 0,000	WORKING WOMEN			W O M E N						M E N						T E E N S			C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
								18- 18+	49		TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12- 17	12- 17	12- 14	2- 5	6- 11	6- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
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PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 28-APR. 3, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOTAL				W O M E N					M E N					T E E N S					
DAY	TIME	DUR	NET	NO. OF		AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS	18-	25-	15-	18-	18-	21-	21-	25-	15-	18-	18-	21-	21-	25-	12-	12-	MALE	FEM.	
#STNS	CVG%	TYPE	T/C			%	%		(2+)	18+	49	54	24	TOTAL	34	49	49	54	54	24	TOTAL	34	49	49	54	54	17	17
LATE FRINGE																												
ABC NEWS:NIGHTLINE					A	6.2	18	548	1408	276	207	215	64	743	171	374	356	420	384	68	559	181	321	291	351	329	33^	34^
MON-FRI 11.30P					B	5.9	18	526	1377	279	209	214	64	736	191	387	373	427	389	60	547	178	317	292	345	323	25^	30^
213 98 N 103					C	5.4	16	480	1399	253	184	192	65	714	181	359	341	400	363	64	581	181	324	301	361	333	25^	22^
ABC WEEKEND REPORT-SAT.					A	2.3	9	204	1481	301^	250^	248^	126^	807	184^	474	454	547	483	79^	515	259^	340	303^	337	298^	<<	61^
SAT 11.30P					B	2.1	7	186	1517	299	229^	219^	119^	737	169^	406	394	472	406	108^	570	280	389	322	352	323	34^	64^
142 75 N 27					C	2.1	6	183	1442	308	237	233	83^	727	197	398	377	437	394	75^	550	198	330	306	371	335	22^	41^
ABC WEEKEND REPORT-SUN.					A	2.3	8	204	1314	226^	170^	197^	22^	551	187^	319	319	382	376	98^	698	287^	502	449	523	481	3^	15^
SUN 11.30P					B	2.0	8	177	1305	243^	193^	216^	31^	560	189^	349	347	429	415	122^	661	322	500	451	494	433	13^	17^
147 80 N 27					C	2.1	9	187	1376	258	208	212	62^	640	178	354	342	408	371	72^	602	212	392	370	440	411	39^	27^
CBS LATE NIGHT I					A	3.8	15	339	1374	279	205	203	89^	700	221	413	375	424	388	123	546	213	358	331	379	306	37^	27^
MON&WED 12.00M					B	3.4	14	303	1342	278	212	206	72^	687	195	388	359	400	371	109	534	204	343	318	373	312	41^	21^
178 85 CBS 8					C	3.7	15	329	1384	283	218	224	83	750	216	409	380	435	397	73^	524	178	320	303	354	314	25^	27^
TUE&THU 12.00M																												
12.00 - 12.30					A	4.0	13	357	1395	289	214	208	97	729	226	428	389	435	396	114	538	205	339	316	364	295	31^	30^
12.30 - 1.00					A	3.7	16	323	1373	270	198	199	85^	683	219	405	366	418	384	133	561	223	379	350	396	319	42^	23^
1.00 - 1.30					A	3.4	17	303	1346	287	208	211	70^	663	210	393	365	420	392	128	551	215	372	344	397	323	45^	25^
CBS LATE NIGHT I(B)					A	2.6	8	230	1459	330	287	234^	129^	645	247^	471	465	472	383	133^	527	183^	468	434	469	402	52^	53^
FRI 11.30P																												
107 58 CBS 8																												
11.30 - 12.00					A	2.9	8	257	1417	331	286	233^	127^	621	208^	444	444	449	361	132^	525	187^	443	406	438	373	61^	53^
12.00 - 12.30					A	2.4	8	213	1530	343	303	246^	130^	689	280^	506	505	516	419	135^	536	179^	492	465	508	435	48^	49^
12.30 - 1.00					A	2.2	9	195	1558	334	287^	233^	146^	678	302^	509	479	484	401	143^	562	200^	527	484	511	444	44^	65^
CBS LATE NIGHT II					A	2.5	14	223	1315	272	213	208	92^	659	245	436	402	450	414	105^	502	212	376	338	393	342	29^	43^
MON 12.35A					B	2.2	14	191	1280	271	205	195	80^	653	223	407	376	415	385	110^	500	212	364	332	392	332	30^	33^
171 83 CBS 10					C	2.3	14	207	1345	304	236	237	92^	716	234	432	401	450	408	86^	510	203	350	328	378	327	25^	32^
TUE 12.36A																												
WED 12.35A																												
THU 12.36A																												
FRI 12.46A																												
12.30 - 1.00					A	2.6	14	231	1315	281	220	209	86^	663	231	430	396	445	412	109^	500	200	359	325	384	332	38^	38^
1.00 - 1.30					A	2.4	14	213	1332	268	209	210	98^	665	263	447	413	462	421	102^	512	227	397	356	408	356	20^	49^
CBS NEWS NIGHTWATCH-1					A	1.0	9	89	1212	328^	248^	299^	83^	710	247^	442	385	468	463	34^	365^	94^	216^	211^	284^	255^	14^	43^
M-THSU 2.00A					B	0.9	9	84	1200	312^	240^	273^	62^	705	219^	419	377	434	428	48^	376	110^	223^	204^	273^	249^	22^	31^
47 51 CBS 9					C	0.9	9	79	1248	287^	214^	219^	67^	694	231^	389	361	411	382	64^	459	175^	301^	278^	332	303^	20^	16^
CBS NEWS NIGHTWATCH-2					A	1.0	11	87	1170	325^	209^	269^	91^	653	218^	373^	325^	409	402	19^	369^	91^	191^	182^	288^	279^	8^	53^
M-THSU 2.30A					B	0.9	11	83	1116	310^	206^	246^	65^	652	192^	359	319^	373	369	27^	367	113^	201^	187^	271^	257^	<<	32^
65 64 CBS 9					C	0.9	11	78	1204	309^	211^	217^	63^	674	219^	376	349	402	375	60^	447	170^	283^	264^	320^	290^	18^	16^

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 28-APR. 3, 1988

PROGRAM NAME DAYTIME #STNS DUR NET CVG% TYPE						NO. OF T/C	K E Y	HOUSEHOLD AUDIENCES AVG. AUD. SH. AVG. % % 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
											TOTAL		WORKING WOMEN		W O M E N					M E N					T E E N S									
								PERS	18- (2+)	25- 18+	15- 24	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17	MALE	FEM.								
LATE FRINGE CONT'D																																		
CBS NEWS NIGHTWATCH-3											A	0.9	15	83	1170	299^	196^	216^	83v	695	218^	362^	307^	372^	365^	25v	331^	103^	195^	195^	261^	236^	<<	35v
MON 3.00A 150 CBS 10											B	0.8	14	75	1096	303^	193^	210^	57v	674	178^	326^	291^	343^	334^	41v	320^	130^	197^	190^	237^	203^	<<	22v
78 74 N 138											C	0.8	15	74	1110	298^	180^	198^	52v	682	171^	308^	287^	361	337^	51v	358	132^	214^	206^	242^	205^	10v	11v
TU-THSU 3.00A 180																																		
3.00 - 3.30											A	1.0	13	89	1223	354^	250^	276^	111^	686	259^	409	336^	408	397	11v	374^	108^	200^	199^	298^	289^	<<	41v
3.30 - 4.00											A	1.1	16	94	1186	295^	217^	219^	88v	668	228^	375	312^	381	377	24v	365	115^	210^	210^	298^	274^	<<	37v
4.00 - 4.30											A	0.9	16	83	1205	297^	205^	203^	96v	726	241^	386^	315^	369^	369^	20v	328^	97v	197^	197^	258^	238^	<<	41v
4.30 - 5.00											A	0.9	16	80	1183	284^	175^	197^	85v	734	217^	373^	322^	375^	366^	29v	299^	93v	184^	184^	233^	204^	<<	43v
5.00 - 5.30											A	0.8	15	74	1163	298^	174^	207^	67v	737	189^	340^	306^	371^	363^	35v	301^	91v	166^	166^	223^	188^	<<	33v
5.30 - 6.00											A	0.8	13	69	1147	285^	148^	201^	42v	687	169^	291^	261^	347^	335^	45v	342^	126^	237^	237^	271^	227^	<<	13v
CBS NEWS NIGHTWATCH-3(B)											A	0.8	14	71	1058	265^	92v	179v	116v	674^	163v	262^	197v	330^	330^	<<	329^	79v	135v	135v	181v	181v	<<	51v
MON 5.30A 30 CBS																																		
57 57 N																																		
CBS SUNDAY NEWS											A	2.8	6	248	1581	285	183^	201^	57v	863	151^	352	335	418	388	98^	580	218^	345	327	394	333	38v	12v
SUN 11.00P 15 CBS											B	2.9	6	257	1613	285	183	201	63^	844	139^	369	340	396	375	75^	641	180	335	306	374	338	20v	22v
109 58 N 28											C	3.3	7	295	1468	292	212	218	55^	817	171	389	373	417	384	59^	555	131	280	265	308	279	27^	12v
DAVID LETTERMAN I											A	3.9	19	349	1392	280	232	189	130	656	267	429	379	405	339	163	589	322	454	401	432	358	60^	38^
MON-FRI 12.30A 30 NBC 10											B	3.8	19	339	1367	275	229	186	146	650	279	436	374	402	334	158	581	314	445	403	438	353	53^	34^
205 99 GV 134											C	4.0	20	354	1395	286	243	211	125	669	290	452	406	443	383	162	592	334	465	411	440	358	45^	40^
DAVID LETTERMAN II											A	3.3	19	296	1363	264	222	180	132	650	281	427	384	402	328	171	571	327	448	405	436	348	63^	36^
MON-FRI 1.00A 30 NBC 10											B	3.2	19	286	1346	264	218	172	149	635	284	427	369	388	314	171	582	338	461	423	456	358	55^	36^
205 99 GV 134											C	3.3	20	292	1379	283	244	206	132	652	303	457	408	441	376	179	599	369	487	427	457	363	44^	38^
FRIDAY NIGHT VIDEOS											A	2.8	18	248	1475	189^	173^	138^	176^	592	296	432	388	394	299	313	645	489	537	421	440	305	118^	62v
FRI 1.30A 60 NBC 2											B	3.0	19	266	1428	240	209	184	166^	616	315	463	412	431	351	242	604	416	488	398	428	324	96^	68^
174 96 PC 27											C	2.7	18	239	1439	280	250	209	170	604	336	475	418	445	361	235	602	425	517	432	458	361	98^	63^
1.30 - 2.00											A	3.1	18	275	1478	195^	176^	142^	171^	579	292	422	382	393	311	317	647	495	547	425	445	321	121^	78^
2.00 - 2.30											A	2.6	18	230	1415	175^	163^	129^	176^	586	290	427	381	381	274^	297	618	463	504	399	417	275^	111^	40v
G MICHAELS SPORTS MACHINE											A	1.7	5	151	1550	293^	245^	218^	127^	595	200^	401^	388^	403^	311^	135^	719	309^	544	484	543	507	98v	64v
SUN 11.30P 15 NBC 2											B	2.1	6	186	1526	245	208^	189^	117^	612	206^	394	368	388	326	183^	735	351	519	416	461	407	69^	67^
84 55 SC 29											C	1.8	6	161	1501	284	235	238	94^	612	217	412	391	432	387	198	745	352	535	464	519	419	46^	45^
LATE SHOW-FOX											A	1.1	4	99	1475	259^	232^	195^	121^	607	305^	445	397	416	376	220^	579	360	491	369	410	353	93^	82v
MON-FRI 11.30P 60 FOX 10											B	1.2	4	102	1440	262^	226^	201^	138^	619	325	462	419	443	388	203^	569	373	500	396	425	364	86^	76^
100 77 GV 134											C	1.6	4	141	1469	287	255	222	156^	648	343	490	436	472	405	188	604	370	497	416	445	369	66^	60^
11.30 - 12.00											A	1.3	4	112	1465	246^	220^	188^	109^	594	283^	422	376	397	361	228^	586	361	497	358	397	347	94^	77^
12.00 - 12.30											A	1.0	4	89	1458	271^	243^	200^	133^	612	328^	466	416	431	387	207^	558	351^	472	375^	418	355^	89v	87v
SATURDAY NIGHT											A	7.6	24	673	1498	266	211	220	116	669	270	464	426	460	418	151	594	300	449	405	437	376	85^	71^
SAT 11.30P 75 NBC 2											B	7.8	25	692	1494	270	224	222	131	641	273	458	425	458	405	143	583	300	447	400	429	379	102	81
CONT'D																																		

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

38 PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 28-APR. 3, 1988

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
							AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS	WORKING WOMEN				W O M E N						M E N						T E E N S		
DAY	TIME	DUR	NET	NO. OF	T/C						18- 25-	15-	18-	18-	21-	21-	25-	15-	18-	18-	21-	21-	25-	12- 12-	17	17			
#STNS	CVG%	TYPE								(2+)	18+	49	54	24	TOTAL	34	49	49	54	54	24	TOTAL	34	49	49	54	54	17	17
LATE FRINGE CONT'D																													
SATURDAY NIGHT-CONT'D																													
	201	99	GV	21		C	8.2	24	723	1581	309	263	235	149	673	317	490	447	482	418	156	615	320	490	442	480	422	99	88
11.30 - 12.00						A	8.5	24	753	1534	283	228	229	107	704	269	474	440	473	430	121	604	286	449	413	439	387	70^	71^
12.00 - 12.30						A	7.3	25	647	1484	252	199	214	120	648	270	457	421	455	415	166	596	306	455	407	442	375	94^	74^
12.30 - 1.00						A	6.3	25	558	1457	255	196	212	131	635	277	460	411	446	399	196	573	332	445	387	429	354	110^	65^
TONIGHT SHOW																													
MON-FRI	11.30P	60	NBC	10		B	6.0	20	535	1406	265	203	199	88	699	212	398	363	411	374	95	562	206	352	329	366	324	49^	37^
	202	99	GV	131		A	5.8	19	516	1373	272	214	202	101	710	225	411	368	414	370	97	530	200	332	314	351	301	45^	30^
11.30 - 12.00						C	6.2	21	546	1409	281	221	212	93	741	233	418	385	435	393	96	545	213	353	326	361	312	38^	33^
12.00 - 12.30						A	6.6	19	587	1420	264	204	205	90	702	211	405	370	419	381	89	561	193	339	320	359	319	50^	40^
						A	5.5	21	487	1379	264	201	191	85	690	211	388	352	399	362	101	560	221	365	336	372	328	49^	32^

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

MAR. 28-APR. 3, 1988

PROGRAM NAME DAYTIME DUR NET NO. #STNS CVG% TYPE OF T/C						KEY	HOUSEHOLD AUDIENCES AVG. SH. AVG. AUD. % AUD. 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																										
										LOH WORKING			WOMEN					MEN					TEENS		CHILDREN											
										18-49	WOMEN		18-18-25-35-	18-18-25-35-	18-18-25-35-	18-18-25-35-	18-18-25-35-	12-12-	12-12-	2-2-6-	MALE FEM. MALE FEM. TOTAL															
											W/CH	18-49	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	11							
MON-FRI EARLY MORNING																																				
ABC WORLD NEWS-MORN-615A						A	1.6	15	145	61^	245	197^	606	206^	365	374	294	190^	479	165^	303	324	249	124^	14v	11v	16v	16v	11v							
MON-FRI 6.15A 15 ABC 10						B	1.5	14	133	57^	285	236	623	193^	385	395	326	188^	456	138^	276	279	254	139^	8v	20v	10v	15v	9v							
136 81 N 135						C	1.3	14	119	68^	275	221	630	164^	375	381	358	209^	492	148^	300	323	277	142^	19v	25v	11v	17v	13v							
ABC WORLD NEWS-MORN-645A						A	2.3	14	207	54^	282	216	647	206	375	384	299	228	495	140^	297	314	289	144^	23v	21v	27v	52^	42^							
MON-FRI 6.45A 15 ABC 10						B	2.3	14	203	63^	304	232	647	198	381	410	327	210	453	103^	253	283	287	143	22v	26v	17v	39^	33v							
182 91 N 135						C	2.2	15	192	68^	284	223	628	177	389	408	339	188	482	131^	265	298	279	152	38^	33v	21v	24v	30v							
BEFORE HOURS						A	0.7	7	60	102v	299^	225^	646	176^	379^	380^	387^	204^	479^	233^	341^	315^	161^	102v	20v	23v	22v	29v	21v							
MON-FRI 6.15A 15 NBC 10						B	0.8	9	70	64v	253^	193^	557	160^	313^	311^	329^	198^	479	204^	296^	252^	168^	148^	42v	13v	18v	16v	21v							
149 85 N 135						C	0.8	10	67	71v	301^	264^	619	168^	372^	365^	318^	215^	421	191^	259^	238^	138^	127^	32v	22v	15v	13v	19v							
CBS MORNING NEWS- 6:30AM						A	1.3	11	117	66v	250^	154^	578	121^	314	364	378	182^	457	90^	232^	237^	296	179^	19v	8v	11v	<<	11v							
MON-FRI 6.30A 30 CBS 10						B	1.3	11	119	76^	220^	134^	576	126^	316	346	374	190^	455	95^	236^	253	300	170^	21v	8v	14v	15v	25v							
149 86 N 140						C	1.3	12	111	58v	261	145^	605	138^	291	329	357	246	423	97^	194^	201^	233	190^	21v	12v	27v	17v	28v							
CBS THIS MORNING-1						A	2.2	10	193	34v	208	120^	648	102^	267	292	353	334	468	71^	239	229	284	219	9v	12v	11v	17v	19v							
MON-FRI 7.30A 30 CBS 10						B	2.2	10	198	43^	198	130^	654	110^	278	299	338	332	453	77^	207	203	245	238	12v	11v	14v	16v	17v							
202 97 N 90						C	2.2	11	197	43^	189	128^	654	116^	266	282	306	345	446	79^	202	206	220	218	22v	8v	21v	20v	28v							
CBS THIS MORNING-2						A	2.3	10	202	34v	139^	85^	670	93^	222	237	308	418	421	71^	199	194	206	209	12v	13v	25v	32v	35v							
MON-FRI 8.30A 30 CBS 10						B	2.2	10	196	38v	147	95^	706	121^	235	241	308	438	397	73^	167	160	179	220	12v	11v	24v	28v	28v							
202 97 N 90						C	2.4	11	217	39^	149	91^	713	121	236	256	313	430	396	67^	150	153	168	223	11v	8v	26v	25v	28v							
GOOD MORNING, AMERICA-730						A	4.7	20	415	52^	267	202	732	184	388	403	379	294	393	110	189	209	197	167	7v	9v	17v	23^	26^							
MON-FRI 7.30A 30 ABC 10						B	4.5	20	396	54^	253	192	728	182	384	403	379	295	403	106	189	215	205	174	10v	8v	19v	28^	29^							
216 99 N 134						C	4.3	21	379	58^	242	185	712	161	380	399	378	282	424	99	194	214	221	189	16v	7v	22^	23^	28^							
GOOD MORNING, AMERICA-830						A	4.4	18	392	69^	231	183	751	190	393	431	395	296	358	70^	159	173	217	164	7v	9v	30^	36^	42^							
MON-FRI 8.30A 30 ABC 10						B	4.4	19	389	68^	211	170	748	188	375	401	377	322	354	70^	153	174	204	162	8v	9v	27^	36^	35^							
215 99 N 135						C	4.5	20	396	72	202	158	759	159	360	381	394	343	372	68	148	170	201	182	10v	8v	22^	25^	22^							
NBC NEWS AT SUNRISE						A	2.1	19	190	65^	294	209	657	146^	361	389	410	221	489	114^	239	271	268	195	17v	27v	11v	22v	13v							
MON-FRI 6.00A 30 NBC 10						B	2.2	19	194	49^	276	195	638	131^	340	367	396	233	491	119^	231	251	257	210	24v	25v	11v	24v	20v							
199 98 N 135						C	2.0	20	177	68^	303	247	646	151	376	395	364	217	491	123^	227	246	240	215	22v	33v	14v	14v	21v							
TODAY SHOW-7.30AM						A	4.6	20	408	48^	204	151	664	116	309	311	362	315	482	102	230	263	260	202	6v	4v	28^	23^	34^							
MON-FRI 7.30A 30 NBC 10						B	4.8	21	421	48^	209	147	688	126	308	320	372	336	463	102	220	235	247	206	11v	4v	27^	22^	29^							
205 99 N 135						C	4.6	22	411	53^	217	158	682	130	322	344	366	315	476	108	223	229	231	226	16^	10v	23^	19^	28^							
TODAY SHOW-8.30AM						A	4.6	19	406	44^	198	157	732	131	313	320	359	377	391	90	182	185	198	173	10v	12v	25^	17v	20v							
MON-FRI 8.30A 30 NBC 10						B	4.5	20	401	47^	189	143	744	125	306	320	377	392	395	90	182	181	195	183	11v	8v	24^	15v	15v							
205 99 N 135						C	4.8	21	427	57^	168	130	724	120	307	327	371	377	424	93	190	190	200	214	10v	8v	20^	17^	16^							

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

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44 PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 28-APR. 3, 1988

PROGRAM NAME						KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
										LOH WORKING			W O M E N							M E N		T E E N S			C H I L D R E N				
DAY	TIME	DUR	NET	NO. OF		AVG. AUD. %	SH %	AVG. AUD. 0,000	18-49 W/CH	WOMEN 18-	15-24	TOTAL	18-34	18-49	18-49	25-34	25-34	35-44	55+	TOTAL	55+	MALE 12-17	FEM. 12-17	TOT. 15-17	MALE 2-11	FEM. 2-11	TOT. 2-11	TOT. 6-11	
MONDAY-FRIDAY DAYTIME CONT'D																													
CLASSIC CONCENTRATION-CONT'D																													
MON-FRI	10.30A	30	NBC	10		B	3.7	16	330	81^	133	93	71^	776	147	309	257	323	355	401	290	110	36^	31^	33^	63^	76^	72^	68^
	141	74	QG	131		C	3.6	16	323	86	152	116	81	806	188	356	289	358	340	382	335	151	23^	28^	24^	48^	66^	69^	45^
DAYS OF OUR LIVES																													
MON-FRI	1.00P	60	NBC	10		B	6.5	23	579	97	175	154	218	835	285	476	336	395	364	300	252	74	65	138	110	43^	96	61	78
	205	99	DD	133		C	7.1	23	630	92	166	145	180	844	275	464	340	401	357	319	234	75	50	100	86	41^	81	60	62
	1.00 - 1.30					A	6.4	22	565	92	193	164	175	856	293	491	361	424	368	302	276	102	27^	76	61	34^	48	49	33^
	1.30 - 2.00					A	6.7	23	594	93	175	154	211	829	271	458	326	389	367	308	261	77	67	135	112	44^	96	60	79
						A	6.7	23	594	102	174	155	224	841	298	493	346	401	360	293	244	70	62	141	108	43^	95	62	77
GENERAL HOSPITAL																													
MON-FRI	3.00P	60	ABC	10		A	7.7	27	680	105	232	197	157	849	343	522	403	461	356	270	235	91	24^	59	50	42^	60	51	50
	219	99	DD	133		B	7.6	27	675	113	231	196	150	851	344	528	417	473	360	266	240	90	25^	64	52	38^	53	45	45
	3.00 - 3.30					C	8.2	26	724	124	239	201	166	875	363	545	416	466	342	280	235	88	24^	67	49	45	51	57	39
	3.30 - 4.00					A	7.5	27	663	112	230	197	152	854	350	528	411	469	353	268	232	91	23^	57	46^	40^	66	58	49^
						A	7.9	27	696	98	235	197	161	847	337	517	397	454	361	272	240	91	24^	61	54	45^	53	46^	52
GUIDING LIGHT																													
MON-FRI	3.00P	60	CBS	10		A	6.3	22	555	100	182	144	148	896	237	418	314	361	358	431	242	120	23^	73	53^	40^	61	42^	59^
	208	99	DD	134		B	6.2	22	550	111	185	150	139	905	233	414	316	357	363	450	249	128	22^	63	49^	34^	58	42^	50^
						C	6.1	20	544	92	190	135	122	902	238	433	339	391	393	416	264	120	18^	46^	39^	35^	52	44^	43^
3.00 - 3.30																													
	3.30 - 4.00					A	6.2	22	546	98	180	142	146	896	237	421	317	363	359	429	244	123	24^	72	51^	40^	60^	45^	55^
						A	6.4	22	563	103	185	146	149	895	236	415	311	358	356	433	239	118	22^	73	55^	40^	61	39^	63
HOME																													
MON-FRI	11.30A	30	ABC	10		A	2.8	11	245	103^	249	222	134^	759	314	493	387	435	330	218	241	63^	31^	61^	45^	67^	70^	73^	64^
	177	87	IA	55		B	2.7	11	236	116^	254	215	119^	765	306	493	392	442	352	223	254	68^	19^	43^	30^	53^	59^	66^	47^
						C	2.7	11	240	150	251	210	103^	801	307	526	438	485	378	228	252	68^	19^	29^	25^	46^	52^	70^	29^
LOVING																													
MON-FRI	12.30P	30	ABC	10		A	3.9	14	349	136	249	237	148	851	442	613	489	523	299	204	208	66^	29^	44^	40^	51^	68^	56^	64^
	177	88	DD	133		B	4.0	15	353	138	243	227	129	841	404	588	477	516	317	214	212	55^	20^	35^	30^	57^	55^	58^	54^
						C	4.2	15	374	145	245	223	144	841	387	577	453	492	331	225	241	61^	19^	38^	31^	72	52^	82	42^
NBC NEWS DIGEST-DAYTIME																													
MAF	2.57P	1	NBC	6		A	4.4	15	390	67^	176	155	209	823	251	430	299	349	380	343	279	67^	70^	127	115	44^	89^	89^	45^
	192	95	N	80		B	4.3	15	382	77^	169	146	164	813	239	432	322	376	393	327	242	65^	56^	93	89	44^	73^	69^	48^
						C	4.7	16	415	75	194	168	153	834	249	448	338	393	375	331	296	102	30^	81	59^	28^	44^	42^	31^
NEW CARD SHARKS																													
MON-FRI	10.30A	30	CBS	10		A	3.1	13	276	58^	120^	93^	57^	663	154	307	271	302	320	325	374	187	59^	74^	47^	100^	110^	68^	142
	160	78	QP	135		B	3.0	13	268	68^	112	87^	53^	682	162	299	258	297	314	344	391	217	42^	43^	31^	60^	87^	51^	96^
						C	3.1	13	277	77^	139	101	61^	707	181	320	267	325	332	329	432	246	24^	25^	17^	73^	70^	84^	60^
NEWSBREAK-11.57																													
MON-FRI	11.57A	2	CBS	10		A	5.3	21	466	75	133	103	94	727	165	313	241	282	303	373	384	196	27^	51^	30^	77	98	80	96
	174	81	N	134		B	5.2	21	459	78	136	108	79	742	164	316	254	292	307	389	388	212	19^	37^	23^	55^	75	63	67
						C	5.4	21	474	64	172	127	72	751	179	320	256	306	309	381	417	214	19^	23^	16^	53^	61	68	46^
NEWSBREAK-3.44																													
MON&THU	3.44P	1	CBS	10		A	5.2	18	462	120	185	155	155	879	246	409	301	341	338	431	262	125	27^	78	60^	46^	71^	48^	70^
	193	92	N	134		B	5.3	18	470	122	191	161	145	896	247	408	307	343	342	453	270	131	23^	73	53^	42^	71	50^	63
	3.40P	1				C	5.3	17	470	93	193	144	117	895	236	413	321	370	379	433	260	118	19^	47^	36^	36^	56	45^	47^
TUE&WED CONT'D																													

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 28-APR. 3, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE T/C						KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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										18-49 W/CH	18-49	15-24	18-34	18-49	18-24	18-34	18-49	25-34	25-34	35-55+	TOTAL	55+	MALE 12-17	FEM. 12-17	TOT. 15-17	MALE 2-6	FEM. 2-6	TOT. 2-6	TOT. 2-6																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
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PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 28-APR. 3, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

50 PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 28-APR. 3, 1988

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
										TOT. PERS.	WOMEN		MEN		T E E N S					C H I L D R E N									
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	15- 24	18- 49	15- 24	TOTAL	TOTAL 17	MALE 17	FEM. 17	TOT. 14	TOT. 17	TOTAL 11	MALE 11	FEM. 11	TOT. 5	TOT. 11	MALE 11	FEM. 11	TOT. 8	TOT. 11			
WEEKEND DAYTIME CHILDREN																													
ABC WEEKEND SPECIALS						A	2.2	8	195	1344	150^	359	263^	139^	280^	184^	131^	53^v	84^v	99^	521	355	165^	163^	357	279^	78^v	116^	242^
SAT 1.00P 30 ABC 1						B	2.2	8	195	1344	150^	359	263^	139^	280^	184^	131^	53^v	84^v	99^	521	355	165^	163^	357	279^	78^v	116^	242^
146 77 CA 10						C	2.3	7	199	1455	151	476	347	108^	320	197	95^	102^	117^	80^	462	267	194	184	278	168	110^	122^	156
LITTLE RED RIDING HOOD																													
ALF-SAT MORN						A	5.4	19	478	1597	155	437	316	132^	351	214	110^	105^	134	80^	595	303	292	259	336	185	151	206	130^
SAT 10.00A 30 NBC 2						B	5.9	20	523	1517	135	375	280	109	267	238	103	135	153	85^	637	332	305	253	384	211	173	202	182
203 99 CA 21						C	6.2	21	550	1502	137	370	308	90	240	222	107	115	141	81	670	343	327	269	401	216	184	200	200
ALL NEW POUND PUPPIES						A	3.0	14	266	1102	47^v	270	152^	36^v	167^	111^	36^v	74^	73^	38^v	555	242	313	236^	319	166^	153^	183^	137^
SAT 8.30A 30 ABC 2						B	3.5	16	310	1300	49^	261	191	46^	159	125^	27^v	98^	98^	27^v	754	373	381	280	474	240	234	257	218
204 97 CA 10						C	3.3	15	288	1394	68^	262	211	42^	184	143	61^	82^	99	44^	804	409	395	308	496	265	231	265	231
ALVIN AND THE CHIPMUNKS						A	5.8	20	514	1514	161	408	317	126	280	257	125	132	166	92^	569	234	335	200	369	151	218	177	192
SAT 10.30A 30 NBC 2						B	6.3	21	554	1454	146	374	295	105	225	264	113	151	162	101	592	269	323	218	374	168	206	185	188
201 99 CA 30						C	6.4	22	563	1521	155	371	314	88	223	231	92	139	143	88	698	325	372	297	400	191	209	203	197
ANIMAL CRACK-UPS						A	3.4	12	301	1435	105^	384	289	133^	399	236	142^	94^	132^	104^	416	220	197^	128^	288	164^	124^	119^	169^
SAT 12.00N 30 ABC 2						B	3.5	12	306	1490	134^	399	289	126^	388	227	116^	111^	117^	111^	476	272	203	176	300	184	116^	132^	168
181 88 CL 22						C	3.6	12	317	1543	139	452	341	112	375	211	88	122	130	81	506	272	234	197	309	166	143	146	163
BUGS BUNNY & TWEETY SHOW						A	4.6	16	408	1455	109^	354	263	153^	373	189	146^	43^	95^	93^	540	282	258	222	318	181	137^	176	142^
SAT 11.00A 30 ABC 2						B	5.0	17	439	1457	137	362	283	143	356	190	113	77^	98^	92^	530	299	231	232	298	190	108	189	109
199 93 CA 10						C	5.0	17	447	1498	142	397	310	122	324	210	119	91	117	93	567	328	240	252	315	178	137	191	124
DENNIS THE MENACE						A	3.1	11	275	1377	84^	253	148^	69^	260	235	113^	122^	165^	70^	629	287	342	166^	464	209^	255	200^	264
SAT 11.30A 30 CBS 2						B	3.1	11	270	1449	63^	258	156^	82^	267	226	122^	104^	157^	69^	698	358	340	242	456	245	211	200	256
162 75 CA 14						C	3.6	12	321	1572	127	362	263	91	266	225	110	115	133	92	718	407	311	326	392	237	155	191	201
FLINTSTONE KIDS						A	3.7	13	328	1588	115^	342	270	133^	256	237	124^	113^	102^	135^	753	401	352	262	492	273	218	262	229
SAT 11.30A 30 ABC 2						B	4.0	14	350	1561	159	378	293	128^	290	230	104^	126^	102^	128^	664	358	306	283	380	221	159	224	156
195 90 CA 9						C	4.0	14	358	1553	143	423	330	109	300	204	91	113	118	87	625	329	296	273	352	174	178	200	152
FOOFUR						A	3.5	13	310	1660	178^	385	278	218	347	283	136^	146^	148^	135^	646	213	433	303	343	110^	233	174^	169^
SAT 12.00N 30 NBC 2						B	3.8	13	332	1546	153	360	260	163	289	239	94^	145	131^	109^	657	283	374	308	350	154	196	202	148
156 82 CA 28						C	3.4	12	304	1503	158	399	324	110	253	246	104	142	143	103	605	302	302	276	329	160	169	170	159
FRAGGLE ROCK						A	4.7	17	416	1590	169	473	356	106^	242	245	89^	155	151^	94^	631	271	360	254	377	165	212	192	185
SAT 11.00A 30 NBC 2						B	5.3	18	465	1550	147	407	310	94^	209	251	95^	155	147	104	683	317	366	288	395	184	211	213	182
195 98 CA 2						C	5.3	18	465	1550	147	407	310	94^	209	251	95^	155	147	104	683	317	366	288	395	184	211	213	182
GALAXY HIGH SCHOOL						A	2.3	8	204	1504	106^	346	191^	85^	306^	238^	137^	101^	144^	94^	614	270^	344	230^	384	184^	201^	243^	142^
SAT 12.30P 30 CBS 1						B	2.3	8	204	1504	106^	346	191^	85^	306^	238^	137^	101^	144^	94^	614	270^	344	230^	384	184^	201^	243^	142^
132 63 CA 10						C	2.9	9	255	1617	163	418	308	122	299	266	133	133	146	120	634	350	284	269	365	217	148	168	197
GUMMI BEARS						A	4.2	23	372	1414	84^	327	192	96^	209	130^	90^	39^v	62^	68^	749	421	327	239	510	291	218	291	219
SAT 8.00A 30 NBC 2						B	4.2	23	368	1334	81^	322	225	66^	199	124	72^	51^	78^	46^	690	376	314	215	474	271	203	251	223
202 99 CA 2						C	4.2	23	368	1334	81^	322	225	66^	199	124	72^	51^	78^	46^	690	376	314	215	474	271	203	251	223

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 28-APR. 3, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
									TOT. PERS.	W O M E N		M E N		T E E N S					C H I L D R E N										
										15- 24	18- 49	15- 24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.		
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	15- 24	18- 49	15- 24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.
WEEKEND DAYTIME CHILDREN CONT'D																													
HELLO KITTY SAT	8.00A 201	30 96	CBS CA	2 29	A B C	2.5 2.4 2.1	14 13 13	222 213 184	1236 1201 1299	53v 37v 54^	236^ 233 292	147^ 161^ 199	85^ 49v 41^	319 240 239	35v 54v 86^	4v 7v 53^	31v 47v 33v	8v 26v 52^	27v 28v 35v	646 674 682	310 321 351	336 353 331	233^ 238 227	413 435 455	203^ 201^ 242	210^ 234 213	241^ 257 275	172^ 179^ 180	
I'M TELLING SAT	12.30P 135	30 71	NBC CA	2 27	A B C	2.7 2.7 2.7	10 9 9	239 239 236	1689 1628 1517	184^ 167^ 144	409 423 423	277 302 315	177^ 160^ 108	365 298 255	339 286 265	179^ 111^ 98^	160^ 175^ 166	218^ 175^ 171	121^ 111^ 94^	576 621 574	187^ 264 289	390 357 286	201^ 220 215	375 401 360	140^ 174^ 183	235^ 226 177	141^ 183^ 177	234^ 217 183	
LITTLE CLOWNS-HAPPYTOWN SAT	8.00A 200	30 96	ABC CA	2 10	A B C	2.1 2.4 2.2	12 13 12	186 208 192	1118 1181 1303	57v 51v 58^	332^ 294 299	209^ 216^ 234	42v 43v 50^	248^ 234 229	122^ 110^ 107^	38v 33v 57^	84v 77^ 50^	70v 73^ 59^	52v 37v 48^	417 544 667	182^ 280 351	235^ 264 316	208^ 229 231	209^ 315 436	96^ 184^ 238	113^ 131^ 198	135^ 177^ 198	74v 138^ 219	
LITTLE WIZARDS SAT	9.30A 205	30 97	ABC CA	2 10	A B C	3.5 3.7 3.9	13 13 14	310 328 344	1409 1481 1477	64^ 66^ 83^	360 364 305	241 277 236	47v 55^ 68^	257 247 227	149^ 110^ 157	65^ 43^ 77^	84^ 67^ 80^	116^ 78^ 99	34v 32v 58^	643 760 788	399 474 458	244 286 331	344 354 340	299 406 448	201^ 271 265	98^ 134^ 182	180^ 241 246	120^ 165 202	
MIGHTY MOUSE SAT	10.30A 200	30 97	CBS CA	2 26	A B C	3.9 3.8 4.3	13 13 15	346 332 378	1354 1408 1510	83^ 83^ 92	270 298 337	193 224 265	49^ 69^ 60^	232 231 240	102^ 138 134	58^ 69^ 73	44v 69^ 61^	69^ 92^ 90	33v 46^ 44^	750 741 800	325 342 435	425 399 364	319 360 391	432 381 409	188 171 227	244 210 182	260 229 247	172^ 152 162	
MUPPET BABIES I					A	3.4	16	301	1476	55^	203^	116^	83^	296	97^	38v	59^	57^	40v	881	431	450	361	520	270	250	303	217	
SAT	8.30A 206	30 97	CBS CA	2 29	B C	3.8 3.7	17 18	332 324	1396 1389	52^ 51^	229 256	149 185	43^ 31^	218 181	82^ 97	23v 56^	59^ 40^	48^ 70^	34v 27^	866 856	409 460	457 396	344 305	522 552	246 308	276 243	306 330	217 221	
MUPPET BABIES II SAT	9.00A 208	30 97	CBS CA	2 29	A B C	4.4 4.6 4.6	17 18 19	390 403 411	1561 1443 1452	76^ 77^ 55^	303 294 258	222 219 195	54^ 41^ 37^	274 224 175	90^ 85^ 104	36v 22v 56^	55^ 63^ 49^	57^ 53^ 74	34v 32^ 30^	894 840 915	457 409 485	437 430 430	343 352 356	551 488 559	290 234 302	261 254 257	334 308 338	217 180 222	
MUPPET BABIES III SAT	9.30A 206	30 97	CBS CA	2 29	A B C	4.9 5.1 5.0	18 19 19	434 456 447	1442 1407 1487	64^ 70^ 63	268 283 270	208 229 213	57^ 44^ 42^	233 196 183	65^ 77^ 110	32v 30^ 59	33v 47^ 51^	39^ 55^ 76	26v 22v 33^	876 851 925	441 440 500	435 412 425	343 358 379	533 493 546	282 254 298	251 239 248	337 325 331	196 168 214	
MY PET MONSTER SAT	9.00A 207	30 98	ABC CA	2 28	A B C	3.5 4.0 3.5	14 15 15	310 354 310	1287 1368 1463	36v 43^ 70^	275 275 270	170^ 201 225	43v 48^ 56^	177^ 156 192	128^ 125^ 161	59^ 47^ 79^	69^ 78^ 82^	105^ 95^ 111	23v 30v 50^	707 812 840	323 421 435	385 391 405	314 314 312	393 498 528	188^ 263 289	206 235 239	197^ 263 270	196^ 235 258	
NEW ARCHIES SAT	11.30A 182	30 93	NBC CA	2 28	A B C	4.2 4.8 4.5	15 17 15	372 425 401	1611 1497 1512	197 164 173	454 389 374	330 289 312	157^ 123 101	254 219 212	247 248 267	112^ 103^ 115	135^ 145 152	130^ 143 155	117^ 105^ 113	656 641 659	270 292 314	386 349 344	269 259 289	387 382 370	152^ 170 185	235 212 185	222 209 201	165^ 173 189	
PEE WEE'S PLAYHOUSE SAT	10.00A 209	30 99	CBS CL	2 29	A B C	5.8 6.0 6.2	20 21 21	514 532 547	1372 1364 1530	66^ 75^ 89	256 284 305	208 230 250	56^ 46^ 49	225 213 221	89^ 104 125	39^ 36^ 50	50^ 68^ 75	64^ 71^ 84	25v 33^ 41^	803 763 879	322 339 450	481 424 429	338 355 401	464 408 477	181 166 238	284 242 240	289 277 294	176 130 183	
POPEYE & SON SAT	11.00A 171	30 79	CBS CA	2 26	A B C	3.1 3.3 4.0	11 12 14	275 292 353	1363 1405 1541	74^ 67^ 108	243 273 339	149^ 177 258	53v 64^ 80	231 205 236	149^ 170 191	82^ 90^ 96	67^ 79^ 95	122^ 129^ 119	27v 41^ 72^	740 756 777	358 359 436	412 398 341	240 301 348	500 456 428	224^ 221 248	276 235 181	235 219 228	265 237 201	
REAL GHOSTBUSTERS I CONT'D					A	4.3	15	381	1484	95^	354	253	96^	315	178	121^	57^	122^	56^	637	448	189	287	350	258	92^	205	145^	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

54 PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 28-APR. 3, 1988

PROGRAM NAME						KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
										TOT. PERS.	WOMEN			MEN		T E E N S					C H I L D R E N								
DAY	TIME	DUR	NET	NO. OF		AVG. AUD. %	SH %	AVG. 0,000		15-	18-	15-	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.		
	#STNS	CVG%	TYPE	T/C					(2+)	24	TOTAL	49	24	TOTAL	17	17	17	14	17	11	11	11	5	11	11	11	8	9	
WEEKEND DAYTIME CHILDREN CONT'D																													
REAL GHOSTBUSTERS I-CONT'D						B	4.7	16	412	1490	102^	343	272	97^	310	149	98^	52^	95^	54^	688	488	200	313	375	293	82^	247	128
SAT	10.00A	30	ABC	2	C	4.8	16	424	1517	98	320	261	99	258	205	121	84	131	74	733	467	266	303	431	290	141	246	185	
REAL GHOSTBUSTERS II						A	5.0	17	443	1478	107^	343	244	109^	288	194	136^	58^	117^	77^	653	396	257	282	371	248	122^	197	174
SAT	10.30A	30	ABC	2	B	5.5	19	483	1531	128	368	288	117	299	196	121	74^	124	72^	669	413	256	301	368	260	108	239	129	
	208	96	CA	8	C	5.6	18	498	1541	121	341	280	123	279	232	135	97	143	88	688	439	250	292	397	263	133	220	177	
SMURFS I						A	5.1	24	452	1400	87^	349	240	66^	220	131^	82^	49^	82^	49^	700	366	334	218	483	252	230	276	206
SAT	8.30A	30	NBC	2	B	5.0	23	443	1339	88^	362	274	64^	203	136	80^	56^	87^	49^	638	351	287	196	442	250	192	243	199	
	205	99	CA	30	C	4.3	22	385	1398	78	326	269	52^	211	159	81	78	108	51^	703	380	323	282	420	235	186	220	200	
SMURFS II						A	6.1	24	540	1429	127	374	280	71^	291	125	68^	57^	79^	46^	639	324	314	213	426	213	213	246	180
SAT	9.00A	30	NBC	2	B	6.0	23	532	1387	137	394	310	72^	249	149	73^	76^	85^	64^	594	328	266	213	381	213	168	215	166	
	205	99	CA	30	C	5.6	23	494	1413	105	351	293	68	232	168	80	87	110	58	663	358	305	281	382	214	167	204	178	
SMURFS III						A	6.0	22	532	1519	141	422	311	100^	322	171	82^	89^	109^	62^	604	295	309	232	372	181	191	223	150
SAT	9.30A	30	NBC	2	B	6.3	23	554	1443	143	386	300	85	255	177	75^	101	95	82^	625	333	292	245	380	210	170	210	170	
	204	99	CA	30	C	6.3	24	560	1448	123	361	308	80	235	190	90	99	120	70	662	344	318	280	382	205	177	203	179	
TEEN WOLF						A	2.4	9	213	1439	148^	328	180^	29^	238^	248^	95^	153^	153^	95^	625	293^	333	270^	355	154^	201^	221^	134^
SAT						B	2.4	9	213	1439	148^	328	180^	29^	238^	248^	95^	153^	153^	95^	625	293^	333	270^	355	154^	201^	221^	134^
	12.00N	30	CBS	1	C	3.1	10	276	1638	161	403	310	105	289	257	127	130	147	110	689	365	324	308	381	222	159	183	198	

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 28-APR. 3, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	T E E N S TOT. MALE			CHD TOT.
									TOT. WORK. PERS ING WOM.		W O M E N				M E N														
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	18+	TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	12-	12-	2-		
WEEKEND DAYTIME SPORTS																													
ABC SCHLITZ PRO BOXING(S)					A	3.8	13	337	1687	166^	491	233	476	254	992	167^	326	606	948	562	664	439	541	515	284	96^	63^	108^	
SUN 3.30P 90 ABC																													
185 91 SE					A	2.6	9	230	1728	165^	532	221^	515	248^	985	182^	350	591	931	537	622	409	494	462	309	111^	78^	100^	
3.30 - 4.00					A	4.1	14	363	1707	160^	489	244	470	261	1002	154^	321	619	962	579	685	466	572	542	276	95^	64^	121^	
4.00 - 4.30					A	4.6	15	408	1682	175	480	235	471	257	1009	174	323	617	966	574	683	442	552	531	283	89^	54^	104^	
4.30 - 5.00																													
ABC WIDE WORLD-SPORTS SAT					A	5.1	14	452	1556	191	496	273	471	252	849	96^	246	475	798	424	513	379	468	414	285	68^	58^	142	
SAT 4.35P 85 ABC					B	5.1	14	452	1529	170	545	276	530	263	765	83^	211	423	731	390	457	341	408	390	273	80^	54^	140	
215 99 SA 11					C	6.4	16	563	1500	199	587	284	575	289	685	65	212	389	658	362	427	324	388	334	232	92	52	136	
4.30 - 5.00					A	4.9	15	434	1546	196	480	253	459	249	833	109^	257	460	798	425	523	351	450	380	274	73^	55^	160	
5.00 - 5.30					A	5.2	15	461	1558	186	471	270	444	244	885	104^	260	507	820	442	537	403	498	440	283	65^	53^	137^	
5.30 - 6.00					A	5.2	13	461	1551	192	531	289	503	261	819	76^	222	451	772	403	477	374	448	413	295	68^	66^	132^	
AL MCGUIRE'S CHAMP. SPEC.(S)					A	1.2	4	106	1584	226^	559^	259^	533^	317^	720	120v	286^	429^	674	382^	461^	309^	387^	335^	213^	210^	98v	95v	
SUN 1.30P 60 NBC																													
180 89 SC																													
1.30 - 2.00					A	1.3	5	115	1597	181^	532^	204^	501^	252^	729	122v	266^	407^	683	361^	417^	286^	342^	356^	266^	224^	120v	113v	
2.00 - 2.30					A	1.2	4	106	1438	256^	541^	296^	524^	360^	651	109v	284^	417^	608	374^	470^	308^	405^	284^	138v	178^	66v	67v	
BASEBALL '88 PREVIEW(S)					A	2.9	10	257	1328	122^	407	182^	383	163^	693	127^	372	500	655	462	491	373	402	199^	165^	112^	110^	116^	
SAT 3.30P 60 NBC																													
185 94 SC					A	2.7	9	239	1367	147^	443	180^	420	180^	709	133^	367	510	669	470	499	377	406	220^	170^	99^	98^	116^	
3.30 - 4.00					A	3.0	10	266	1337	103^	388	189^	362	154^	703	126^	389	507	664	469	499	382	411	186^	166^	127^	125^	119^	
4.00 - 4.30																													
CBS NCAA BSKBL CHAMP-SA-1					A	12.2	28	1081	1580	200	490	257	471	228	866	107	314	528	825	487	555	422	489	396	270	94	64	129	
SAT 5.30P 135 CBS					B	10.2	27	905	1517	196	470	249	458	237	842	117	317	514	799	470	529	397	455	368	270	94	64	111	
211 99 SE 3					C	9.2	26	815	1474	176	440	231	426	213	823	119	315	507	775	458	517	388	446	356	258	98	67	112	
KANSAS VS DUKE					A	9.7	26	859	1521	176	486	234	471	221	798	99	303	504	760	465	532	405	472	356	228	91	60^	146	
5.30 - 6.00					A	11.8	28	1045	1529	190	449	239	436	212	865	97	314	524	829	488	555	427	494	389	274	93	65	123	
6.00 - 6.30					A	12.2	28	1081	1599	207	487	260	468	229	889	115	331	538	848	497	562	423	489	390	285	100	61	123	
6.30 - 7.00					A	14.9	31	1320	1614	211	506	270	485	236	887	111	308	534	842	489	561	423	495	428	281	91	66	130	
7.00 - 7.30					A	12.8	26	1134	1619	213	531	284	505	244	864	110	306	534	820	491	551	424	485	402	269	97	69	126	
7.30 - 8.00																													
CBS SPORTS SATURDAY					A	4.0	13	354	1567	193	704	365	674	341	545	35v	183	325	528	307	348	290	331	255	179	123^	28v	195	
SAT 4.00P 60 CBS					B	4.8	16	424	1460	235	665	368	635	328	476	65^	177	283	454	261	282	219	239	193	172	114	35^	205	
203 97 SA 4					C	4.4	13	387	1472	207	608	339	575	298	576	77^	213	350	550	324	356	273	305	252	195	105	46^	183	
SKATING CHAMPIONSHIP EXHIBITION					A	3.4	11	301	1610	186^	709	360	690	372	543	34v	186^	322	517	296	339	288	331	249	178^	126^	7v	232	
4.00 - 4.30					A	4.6	14	408	1536	197	700	369	661	319	547	36v	180	327	535	315	355	291	330	259	180	121^	44^	168	
4.30 - 5.00																													

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			TEEN S		CHD																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME DAYTIME #STNS CVG% TYPE T/C										KEY	HOUSEHOLD AUDIENCES AVG. AUD. % SH % AVG. AUD. 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-	18- 25-

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			TEENS TOT. 12- 17
									TOT. WORK- PERS ING WOM.		W O M E N								M E N									
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	18+	TOTAL	18- 34	18- 49	25- 21+	25- 49	35- 54	35- 64	35- 55+	TOTAL	18- 34	18- 49	21- 21+	25- 49	25- 54	35- 64	35- 55+		
WEEKEND DAYTIME OTHER																												
BUSINESS WORLD					A	0.8	3	71	1163	50v	373^	88v	164v	373^	164v	169v	193v	203v	653^	201v	383^	648^	377^	320^	381^	357^	209v	81v
SUN	12.30P	30	ABC	2	B	0.9	3	80	1259	147^	519^	120v	223^	499^	179^	202^	273^	273^	617	190^	351^	595	329^	270^	342^	371^	195^	52v
	74	56	N	22	C	1.3	4	112	1305	175^	581	116^	253	575	227^	250	283	305	624	152^	318	617	311	289	356	332	240	30v
CBS EASTER PARADE(S)					A	2.5	10	222	1582	277^	776	143^	286^	768	246^	296	359	439	450	186^	277^	446	273^	248^	257^	134^	165^	62v
SUN	12.00N	60	CBS																									
	122	74	AC																									
	12.00 - 12.30				A	2.4	9	213	1609	284^	794	170^	338	780	283^	318	360	421	440	176^	281^	436	277^	254^	257^	144^	156^	71v
	12.30 - 1.00				A	2.6	10	230	1557	270^	759	119^	239^	756	211^	277	357	455	459	196^	272^	456	270^	242^	256^	125^	172^	54v
DISNEY WRLD EASTER PARADE(S)					A	3.4	14	301	1597	301	658	174^	353	628	312	345	327	272	447	116^	232	444	229	210^	236	244	188^	142^
SUN	10.00A	90	ABC																									
	88	68	AC																									
	10.00 - 10.30				A	2.4	11	213	1514	243^	616	172^	316	584	280^	306	260^	274^	420	121^	226^	418	224^	202^	213^	215^	183^	155^
	10.30 - 11.00				A	3.4	14	301	1580	304	664	168^	347	624	298	332	342	283	439	105^	210^	439	210^	190^	224	251	195^	127^
	11.00 - 11.30				A	4.5	17	399	1619	323	660	177	369	640	333	367	345	257	458	120^	248	451	241	224	253	248	182	144^
FACE THE NATION					A	2.0	8	177	1322	231^	690	107^	199^	690	165^	201^	331^	454	576	184^	259^	563	246^	236^	296^	235^	258^	7v
SUN	10.30A	30	CBS	2	B	2.2	8	195	1359	217^	739	119^	205^	713	142^	195^	303	482	516	123^	211^	509	204^	173^	221^	230^	257	35v
	115	77	CC	28	C	2.5	8	218	1313	204	661	100^	217	652	188	227	292	405	572	117	253	562	242	219	258	250	280	26v
HEALTH SHOW					A	1.9	7	168	1213	223^	593	197^	331^	575	211^	282^	265^	190^	315^	56v	153^	314^	152^	141^	167^	154^	136^	98^
SAT	12.30P	30	ABC	2	B	1.8	6	159	1275	249^	600	209^	351	588	251^	330	298	170^	311	68v	164^	304	157^	145^	167^	156^	125^	116^
	157	80	N	17	C	1.9	6	165	1404	220	585	208	338	559	254	316	279	185	411	171	274	395	258	220	256	179	101^	130^
MEET THE PRESS					A	2.2	9	195	1333	178^	749	58v	238^	749	216^	279^	378	448	464	37v	112^	464	112^	104^	162^	260^	294^	16v
SUN	10.30A	30	NBC	2	B	2.1	8	186	1330	172^	719	78^	217^	717	199^	251	345	450	511	62^	137^	506	132^	111^	187^	255	297	14v
	153	91	CC	28	C	2.0	8	180	1309	199	668	139^	234	657	197	241	263	390	524	142	239	507	222	201	251	234	236	38^
MUTUAL OF OMAHA SPECIAL(S)					A	3.5	11	310	1821	236	609	193^	304	581	231	291	256	246	921	357	595	904	578	450	514	404	262	75^
SUN	5.00P	60	ABC																									
	179	84	DO																									
	5.00 - 5.30				A	3.3	11	292	1863	239	594	205^	304	571	233	294	245	229	994	401	656	972	634	472	529	433	281	70^
	5.30 - 6.00				A	3.6	11	319	1832	240	641	186^	313	606	236	296	272	268	880	327	556	867	543	443	515	389	252	82^
SUNDAY MORNING					A	3.1	16	275	1287	236	718	91^	254	717	230^	246	364	448	505	90^	235	502	232	225^	296	271	200^	8v
SUN	9.00A	90	CBS	2	B	3.3	15	292	1314	222	696	81^	240	692	221	253	356	425	535	100^	259	527	252	228	288	309	214	9v
	178	95	N	28	C	4.1	16	360	1324	216	660	109	236	655	213	263	312	374	573	116	268	568	263	241	290	301	255	20^
	9.00 - 9.30				A	2.6	15	230	1271	221^	745	91^	261^	742	244^	251^	390	478	461	68v	182^	461	182^	163^	249^	247^	193^	<<
	9.30 - 10.00				A	3.2	16	284	1275	240	727	80^	247	727	223^	240	379	463	476	78^	209^	476	209^	206^	265	251	208^	6v
	10.00 - 10.30				A	3.4	15	301	1349	251	709	105^	262	709	232	255	341	425	580	121^	306	572	298	298	369	317	203^	14v
SUNDAY TODAY					A	1.8	12	159	1075	121^	442	29v	129^	441	129^	167^	265^	274^	575	149^	310^	575	310^	252^	323^	336^	194^	<<
SUN	8.00A	90	NBC	2	B	2.0	11	173	1165	178^	534	81^	194^	534	186^	232^	294	294	549	142^	295	546	293	253^	311	304	196^	24v
	120	88	N	29	C	1.8	10	157	1240	205	580	140^	244	568	211	260	264	286	528	159^	282	520	274	238	295	265	190	35v
CONT'D																												

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 28-APR. 3, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	TEENS TOT. 12- 17		
									TOT. WORK- PERS ING WOM.	W O M E N						M E N												
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	18+	TOTAL	18- 34	18- 49	25- 21+	25- 49	35- 54	35- 64	35- 55+	TOTAL	18- 34	18- 49	21- 21+	25- 49	25- 49	35- 54	35- 64	35- 55+		
WEEKEND DAYTIME OTHER CONT'D																												
SUNDAY TODAY-CONT'D																												
	8.00 -	8.30			A	1.4	12	124	999	138^	387^	36v	111v	384^	108v	133v	236^	251^	590	186^	383^	590	383^	296^	344^	341^	160^	<<
	8.30 -	9.00			A	1.7	12	151	1087	118^	427	27v	125^	427	125^	163^	259^	264^	600	163^	337^	600	337^	282^	361^	356^	184^	<<
	9.00 -	9.30			A	2.2	12	195	1163	118^	509	28v	150^	509	150^	200^	301^	310^	573	123^	257^	573	257^	212^	295^	332	233^	<<
THIS WEEK-DAVID BRINKLEY																												
SUN	11.30A	60	ABC	2	A	3.4	13	301	1389	223	685	96^	217	664	187^	227	270	428	599	124^	264	588	253	224	281	291	278	21v
	143	86	N	22	B	3.1	11	275	1398	174	678	88^	210	657	178	215	284	432	597	143^	273	569	245	219	286	275	257	42^
	11.30 -	12.00			C	3.3	10	296	1341	147	664	76^	174	656	150	181	278	459	582	118	264	571	253	229	276	254	271	36^
	12.00 -	12.30			A	3.4	13	301	1430	254	713	121^	251	685	212	258	281	416	587	147^	279	573	265	222	265	255	266	15v
					A	3.4	13	301	1347	191^	658	71^	182^	644	161^	196^	258	441	611	100^	249	603	241	226	298	327	290	26v

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	58.0	59.9	60.9	62.3	63.8	65.3	65.0	66.0	66.4	66.4	64.6	63.7	61.6	59.8	57.9	55.8

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← MACGYVER →					← ABC MONDAY NIGHT MOVIE ADDICTED TO HIS LOVE (PAE) →											
11,960	12.9 *				14.2 *	16.8 *	16.8 *	17.8 *	18.8 *	18.8 *						
13.5	21	20 *			22 *	29	25 *	28 *	31 *	33 *						
12.6	13.2	14.0	14.4	16.5	17.1	17.7	17.9	18.7	19.0	19.4	18.3					

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

KATE & ALLIE		DESIGNING WOMEN		NEWHART (R)		EISENHOWER & LBJ (PAE)		← WISEGUY →								
12,050		13,020		13,380		10,900		8,950								
13.6		14.7		15.1		12.3		10.1		10.2 *					9.9 *	
21		22		23		19		17		17 *					17 *	
13.3	14.0	14.4	15.0	15.0	15.2	12.4	12.1	10.5	10.0	9.7	10.1					

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

ALF		MY TWO DADS SPEC		← NBC MONDAY NIGHT MOVIES GORE VIDAL'S LINCOLN, PART 2 →												
17,280		14,800		13,200												
19.5		16.7		14.9		15.1 *		14.9 *		15.0 *					14.8	
30		25		24		23 *		23 *		25 *					26	
18.9	20.0	16.7	16.7	15.5	14.7	14.8	14.9	15.1	14.8	15.1	14.6					

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

15.7	14.3	11.3	12.2	13.8	14.0	12.3	9.6
27	23	17	19	21	22	20	17

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.2	3.4	2.7	3.4	4.6	4.8	4.4	3.0
7	6	4	5	7	7	7	5

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6	2.5	3.4	4.0	3.0	2.9	2.5	1.7
3	4	5	6	5	5	4	3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.1	6.6	6.1	6.5	7.4	6.5	6.1	5.2
10	11	9	10	11	10	10	9

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1	1.7	2.0	2.2	2.6	3.2	2.7	2.6
2	3	3	3	4	5	4	5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. TUE. MAR. 29, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	57.0	58.6	60.1	61.4	61.8	64.2	65.1	64.9	62.7	62.8	62.7	62.4	58.6	56.6	54.4	52.1

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

WHO'S THE BOSS? (PAE)	WONDER YEARS	MOONLIGHTING (R)(PAE)	THIRTYSOMETHING (R)
19,490	17,010	13,730	11,700
22.0	19.2	15.5	13.2
35	30	25	24
20.6	23.4	15.6	13.9
	18.6	15.0	13.1
		15.7	13.0
		15.8	13.0

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

TRIAL & ERROR	MY SISTER SAM	COMING OF AGE	FRANK'S PLACE (R)(PAE)	CAGNEY & LACEY
4,700	7,000	8,950	8,060	10,540
5.3	7.9	10.1	9.1	11.9
8	12	16	15	21
5.5	5.1	9.7	9.0	11.6
	7.4	10.6	9.1	12.1
				12.2
				12.0

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

MATLOCK	IN THE HEAT OF THE NIGHT	CRIME STORY
16,830	15,420	11,430
19.0	17.4	12.9
30	28	23
16.9	17.3	13.6
17.8 *	17.3 *	13.3 *
28 *	28 *	23 *
20.1	17.6	12.7
20.3		12.5
		12.6 *
		24 *

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

15.5	14.5	10.5	11.0	11.9	12.0	11.5	9.8
27	24	17	17	19	19	20	18

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.1	3.3	2.4	2.5	2.8	3.0	2.5	2.1
7	5	4	4	4	5	4	4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8	2.5	3.4	3.4	3.8	3.6	2.6	2.1
3	4	5	5	6	6	5	4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.0	6.3	6.5	6.4	6.8	6.6	6.7	5.9
10	10	10	10	11	11	12	11

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9	2.2	2.4	2.5	2.9	3.0	2.9	2.3
3	4	4	4	5	5	5	4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	54.3	56.4	57.6	59.1	59.7	61.5	63.5	64.3	62.5	62.3	62.8	61.7	57.5	56.2	54.8	52.7

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← GROWING PAINS →				← DYNASTY (PAE) →				← HEARTBEAT →			
16,040	18.1	17.5 *		14,260	18.8 *	16.1	15.9 *	12,400	16.3 *	14.0	14.3 *
29	29	29 *		26	29 *	26	25 *	25	26 *	25	25 *
16.7	18.3	18.5		16.1	19.1	15.6	16.1	16.4	16.4	14.1	13.8
											13.7 *
											25 *
											13.5

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← SMOTHERS BROS COMEDY HOUR →				← JAKE AND THE FATMAN (PAE) →				← EQUALIZER →			
10,010	11.3	11.1 *		11,250	11.5 *	12.7	12.5 *	12,400	12.9 *	14.0	13.8 *
18	18	18 *		20	18 *	20	20 *	25	21 *	25	24 *
11.4	10.7	11.5		12.3	11.6	12.8	13.0	12.8	12.8	13.6	14.0
											14.4
											14.1 *
											26 *
											13.9

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← AARON'S WAY →				← HIGHWAY TO HEAVEN →				← BRONX ZOO →			
12,850	14.5	13.9 *		12,230	15.1 *	13.8	14.0 *	9,570	13.5 *	10.8	10.4 *
23	23	23 *		22	24 *	22	22 *	20	22 *	20	18 *
13.5	14.4	15.0		13.9	15.3	13.9	14.2	13.3	13.3	10.3	10.5
											11.2
											11.2 *
											21 *
											11.1

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

13.7	12.6	11.2	11.4	12.7	13.0	11.5	9.9
25	22	18	18	20	21	20	18

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.7	3.5	3.6	4.1	4.6	4.6	3.4	2.9
7	6	6	6	7	7	6	5

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6	2.1	2.8	2.6	2.0	1.8	1.7	1.3
3	4	5	4	3	3	3	2

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.6	6.2	6.1	6.8	7.3	7.0	7.2	6.6
10	11	10	11	12	11	13	12

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.4	1.8	2.3	2.4	3.4	3.6	3.7	2.4
3	3	4	4	5	6	7	4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	53.3	55.0	55.6	57.2	58.5	60.3	59.6	59.8	59.8	60.5	59.6	59.3	57.9	57.5	55.6	53.9

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← PROBE →				← HOTEL (R)(PAE) →				← BUCK JAMES →			
8,420				7,000				6,730			
9.5	9.1 *			9.8 *	7.9	7.3 *		8.4 *	7.6	7.5 *	7.7 *
16	15 *			16 *	13	12 *		14 *	14	13 *	14 *
9.2	9.1			9.8	7.2	7.4	8.2	8.6	7.4	7.6	7.7

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← 48 HOURS MORE THAN A GAME →				← SIMON & SIMON (PAE) →				← KNOTS LANDING →			
6,110				10,720				14,620			
6.9	7.0 *			6.8 *	12.1	10.6 *		13.6 *	16.5	16.4 *	16.6 *
12	12 *			11 *	20	18 *		23 *	29	28 *	30 *
7.4	6.6	6.8	6.9	10.1	11.1	13.1		14.1	16.1	16.7	16.5

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← BILL COSBY SHOW (R) →		← A DIFFERENT WORLD (R) →		← CHEERS →		← DAYS & NIGHTS MOLLY DODD →		← L.A. LAW (R) →			
22,240		21,440		20,560		14,530		14,710			
25.1		24.2		23.2		16.4		16.6	16.7 *		16.5 *
42		41		39		28		30	29 *		30 *
23.4	26.7	24.1	24.2	23.3	23.2	17.0	15.9	16.7	16.6	16.6	16.3

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

13.7		13.2		10.6		10.7		10.9		11.9		10.7		8.8
25		23		18		18		18		20		19		16

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.6		3.5		2.6		3.0		3.3		3.5		3.3		2.6
7		6		4		5		5		6		6		5

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5		2.0		3.3		3.4		3.2		3.2		1.8		1.4
3		4		6		6		5		5		3		3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.8		5.8		6.0		7.1		7.2		7.5		6.8		6.3
11		10		10		12		12		13		12		11

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.0		2.2		2.5		2.6		2.9		3.8		4.3		3.7
4		4		4		4		5		6		7		7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	48.6	50.0	51.0	52.4	53.1	54.4	55.1	56.1	57.3	58.0	57.5	56.9	55.0	54.7	54.0	52.2

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

PERFECT STRANGERS (R)	FULL HOUSE (R)	MR. BELVEDERE (R)	FAMILY MAN (PAE)	20/20
10,990	10,720	9,570	8,590	10,100
12.4	12.1	10.8	9.7	11.4
23	22	19	17	21
11.8	13.0	12.0	9.5	10.8
		11.0	10.6	11.1
				12.1
				11.8 *
				22 *
				11.6

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

BEAUTY & THE BEAST	DALLAS (PAE)	FALCON CREST
10,450	14,350	12,140
11.8	16.2	13.7
22	28	25
11.3	15.1	13.8
	15.8	16.8
	17.1	17.0 *
		30 *
		13.8
		13.8
		13.7
		13.6 *
		26 *
		13.4

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

HIGHWAYMAN	NIGHT COURT	BEVERLY HILL'S BUNTZ	MIAMI VICE
9,040	11,610	10,190	12,670
10.2	13.1	11.5	14.3
19	23	20	26
9.5	10.6	11.5	13.8
	10.4	11.4	14.5
	10.5 *		14.2 *
	19 *		26 *
	12.5		14.5
	13.7		14.4
			14.4 *
			27 *
			14.4

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

13.1	12.1	11.3	12.1	11.4	12.3	10.5	7.9
27	23	21	22	20	22	19	15

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.6	2.9	2.7	3.3	3.0	3.4	3.1	1.5
7	6	5	6	5	6	6	3

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9	2.1	2.8	2.6	1.4	1.5	1.1	1.0
4	4	5	5	2	3	2	2

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.5	6.1	6.7	6.7	6.3	6.9	5.8	5.1
11	12	12	12	11	12	11	10

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.1	2.5	3.5	3.5	4.2	3.4	3.6	4.0
4	5	7	6	7	6	7	8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	46.9	48.4	48.4	49.0	52.8	54.8	55.7	56.3	56.7	57.1	55.7	55.8	52.7	51.3	50.1	49.4	46.2	42.9

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← DOLLY (R) → ← OHARA (R)(PAE) → ← SPENSER; FOR HIRE (R) →

7,620								7,800					8,590					
8.6						8.1 *		8.8		8.1 *			9.4 *	9.7	9.6 *		9.7 *	
16						15 *		16		14 *			17 *	19	18 *		19 *	
8.0						9.0		8.0		8.2	9.3		9.5	9.5	9.8	9.8	9.7	

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

CBS NCAA BSKBL CHAMP>
SA-1
KANSAS VS DUKE
(5:30-7:45)

CBS NCAA BSKBL CHMP-SP-SA
ARIZONA VS OKLAHOMA
(7:57-10:04)(PAE)

← WEST 57TH
(10:04-11:04)(PAE) →

			11,780										8,680					
			13.3			12.6 *		12.7 *		13.5 *			14.5 *	9.8	9.7 *		9.9 *	
			24			25 *		23 *		24 *			26 *	19	19 *		20 *	
14.5	15.2	12.8	11.5	12.3	12.9	13.5	11.9	13.1	14.0	14.5	14.5	14.5	9.8	9.5	9.8	10.0	10.3	

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← FACTS OF LIFE (R) →

227 (R)

GOLDEN GIRLS (R)

AMEN (R)

← HUNTER (R) →

12,400			14,180					17,990		14,880			12,490					
14.0			16.0					20.3		16.8			14.1	14.1 *		14.1 *		
26			29					36		30			28	27 *		28 *		
13.0	15.0		15.4	16.7				19.7	20.9	16.9	16.6	14.2	14.1	14.1	14.1	14.1		

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

11.5		12.7		10.4		9.9		9.2		9.6		10.6		8.9		8.2
24		26		19		18		16		17		20		18		18

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.6		3.8		3.2		2.9		2.7		2.4		3.0		2.5		2.7
8		8		6		5		5		4		6		5		6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.3		2.7		2.6		2.6		2.1		2.2		1.6		1.4		1.0
5		6		5		5		4		4		3		3		2

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.2		5.9		6.0		5.9		5.6		5.9		6.1		5.3		4.1
11		12		11		11		10		11		12		11		9

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.4		2.9		4.7		5.1		4.8		3.8		4.1		4.4		5.1
5		6		9		9		8		7		8		9		11

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	37.7	34.5	31.1	28.1	25.4	23.9	21.3	19.6	17.8	16.8	14.7	13.5	12.3	11.2				

ABC TV

(1)

AVERAGE AUDIENCE { 2,040
 (Hhlds (000) & %) 2.3
 SHARE AUDIENCE % 9
 AVG. AUD. BY 1/4 HR % 2.3

CBS TV

AVERAGE AUDIENCE {
 (Hhlds (000) & %)
 SHARE AUDIENCE %
 AVG. AUD. BY 1/4 HR %

NBC TV

← SATURDAY NIGHT → (PAE)

AVERAGE AUDIENCE { 6,730
 (Hhlds (000) & %) 7.6
 SHARE AUDIENCE % 24 8.5 *
 AVG. AUD. BY 1/4 HR % 8.9 8.1 7.8 6.9 6.3 7.3 *
 25 *

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	7.9	5.9	5.2	4.5	4.2	3.5	3.0
SHARE AUDIENCE %	22	20	21	22	24	25	25

SUPERSTATIONS

AVERAGE AUDIENCE	2.5	1.6	1.4	1.2	1.0	0.9	0.7
SHARE AUDIENCE %	7	5	6	6	6	6	6 ^

PBS

AVERAGE AUDIENCE	0.8	0.7	0.4	0.4	0.3	0.2	0.2
SHARE AUDIENCE %	2	2 ^	2 ^	2 ^	2 ^	1 ^	2 ^

CABLE ORIG.

AVERAGE AUDIENCE	4.4	3.7	3.0	2.2	1.9	1.7	1.3
SHARE AUDIENCE %	12	13	12	11	11	12	11

PAY SERVICES

AVERAGE AUDIENCE	5.1	4.1	4.1	4.0	3.8	2.9	2.9
SHARE AUDIENCE %	14	14	17	20	22	21	25

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC WEEKEND REPORT-SAT., ABC, (11:30-11:45)

For explanation of symbols, See page B.

EVE. SUN. APR. 3, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	42.0	44.7	46.9	49.4	52.6	54.9	56.4	58.5	59.9	61.6	62.6	61.9	58.7	58.0	56.5	54.0	47.4	42.1

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

ABC SUNDAY NIGHT MOVIE														UNRULY DRAGON			
SUPERMAN II (R) (PAE)																	
f	11,430												8,240				
%	12.9	8.1 *			9.3 *			11.9 *		13.3 *		17.6 *	17.4 *	* 9.3		9.6 *	9.1
%	24	19 *			19 *			22 *		23 *		29 *	28 *	* 16		16 *	16
%	7.5	8.7	8.9		9.8	11.9		11.8	12.8	13.7	17.0	18.3	18.7	16.0	10.0	9.2	8.7

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	← 60 MINUTES →			← MURDER, SHE WROTE (R) →			← CBS SUNDAY MOVIE — THE WOMAN HE LOVED (P&E) →							CBS SUNDAY NEWS		
{	13,470				12,940			12,850						2,480		
%	15.2	14.3 *		16.2 *	14.6	14.2 *	15.1 *	14.5	13.9 *		14.4 *		15.1 *	14.5 *	2.8	
%	33	33 *		34 *	26	26 *	26 *	25	23 *		23 *		26 *	26 *	6	
%	13.6	15.0	16.0	16.4	14.1	14.2	14.9	15.2	14.0	13.9	14.3	14.5	15.2	15.0	14.1	2.8

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

← A WILLIAMS-NBC KIDS (R) →			FAMILY TIES (R)		DAY BY DAY		← NBC SUNDAY NIGHT MOVIE →									
							MARIO PUZO'S THE PILGRIM, PART 1									
{	3,720			8,150		8,590		11,610								
	4.2	3.8 *		4.6 *	9.2	9.7		13.1	11.7 *		12.4 *		13.9 *	14.3 *		
	9	9 *		10	17	17		22	19 *		20 *		24 *	26 *		
%	3.7	3.9	4.3	5.0	8.4	10.0	9.3	10.2	11.3	12.0	12.2	12.6	13.9	13.9	14.2	14.3

INDEPENDENTS
(INCL. SUPERSTATIONS)

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1. <i>THE MENTALIST</i>	1.1	1.1
2. <i>THE MENTALIST</i>	1.1	1.1
3. <i>THE MENTALIST</i>	1.1	1.1
4. <i>THE MENTALIST</i>	1.1	1.1
5. <i>THE MENTALIST</i>	1.1	1.1
6. <i>THE MENTALIST</i>	1.1	1.1
7. <i>THE MENTALIST</i>	1.1	1.1
8. <i>THE MENTALIST</i>	1.1	1.1
9. <i>THE MENTALIST</i>	1.1	1.1
10. <i>THE MENTALIST</i>	1.1	1.1
11. <i>THE MENTALIST</i>	1.1	1.1
12. <i>THE MENTALIST</i>	1.1	1.1
13. <i>THE MENTALIST</i>	1.1	1.1
14. <i>THE MENTALIST</i>	1.1	1.1
15. <i>THE MENTALIST</i>	1.1	1.1
16. <i>THE MENTALIST</i>	1.1	1.1
17. <i>THE MENTALIST</i>	1.1	1.1
18. <i>THE MENTALIST</i>	1.1	1.1
19. <i>THE MENTALIST</i>	1.1	1.1
20. <i>THE MENTALIST</i>	1.1	1.1
21. <i>THE MENTALIST</i>	1.1	1.1
22. <i>THE MENTALIST</i>	1.1	1.1
23. <i>THE MENTALIST</i>	1.1	1.1
24. <i>THE MENTALIST</i>	1.1	1.1
25. <i>THE MENTALIST</i>	1.1	1.1
26. <i>THE MENTALIST</i>	1.1	1.1
27. <i>THE MENTALIST</i>	1.1	1.1
28. <i>THE MENTALIST</i>	1.1	1.1
29. <i>THE MENTALIST</i>	1.1	1.1
30. <i>THE MENTALIST</i>	1.1	1.1
31. <i>THE MENTALIST</i>	1.1	1.1
32. <i>THE MENTALIST</i>	1.1	1.1
33. <i>THE MENTALIST</i>	1.1	1.1
34. <i>THE MENTALIST</i>	1.1	1.1
35. <i>THE MENTALIST</i>	1.1	1.1
36. <i>THE MENTALIST</i>	1.1	1.1
37. <i>THE MENTALIST</i>	1.1	1.1
38. <i>THE MENTALIST</i>	1.1	1.1
39. <i>THE MENTALIST</i>	1.1	1.1
40. <i>THE MENTALIST</i>	1.1	1.1
41. <i>THE MENTALIST</i>	1.1	1.1
42. <i>THE MENTALIST</i>	1.1	1.1
43. <i>THE MENTALIST</i>	1.1	1.1
44. <i>THE MENTALIST</i>	1.1	1.1
45. <i>THE MENTALIST</i>	1.1	1.1
46. <i>THE MENTALIST</i>	1.1	1.1
47. <i>THE MENTALIST</i>	1.1	1.1
48. <i>THE MENTALIST</i>	1.1	1.1
49. <i>THE MENTALIST</i>	1.1	1.1
50. <i>THE MENTALIST</i>	1.1	1.1
51. <i>THE MENTALIST</i>	1.1	1.1
52. <i>THE MENTALIST</i>	1.1	1.1
53. <i>THE MENTALIST</i>	1.1	1.1
54. <i>THE MENTALIST</i>	1.1	1.1
55. <i>THE MENTALIST</i>	1.1	1.1
56. <i>THE MENTALIST</i>	1.1	1.1
57. <i>THE MENTALIST</i>	1.1	1.1
58. <i>THE MENTALIST</i>	1.1	1.1
59. <i>THE MENTALIST</i>	1.1	1.1
60. <i>THE MENTALIST</i>	1.1	1.1
61. <i>THE MENTALIST</i>	1.1	1.1
62. <i>THE MENTALIST</i>	1.1	1.1
63. <i>THE MENTALIST</i>	1.1	1.1
64. <i>THE MENTALIST</i>	1.1	1.1
65. <i>THE MENTALIST</i>	1.1	1.1
66. <i>THE MENTALIST</i>	1.1	1.1
67. <i>THE MENTALIST</i>	1.1	1.1
68. <i>THE MENTALIST</i>	1.1	1.1
69. <i>THE MENTALIST</i>	1.1	1.1
70. <i>THE MENTALIST</i>	1.1	1.1
71. <i>THE MENTALIST</i>	1.1	1.1
72. <i>THE MENTALIST</i>	1.1	1.1
73. <i>THE MENTALIST</i>	1.1	1.1
74. <i>THE MENTALIST</i>	1.1	1.1
75. <i>THE MENTALIST</i>	1.1	1.1
76. <i>THE MENTALIST</i>	1.1	1.1
77. <i>THE MENTALIST</i>	1.1	1.1
78. <i>THE MENTALIST</i>	1.1	1.1
79. <i>THE MENTALIST</i>	1.1	1.1
80. <i>THE MENTALIST</i>	1.1	1.1
81. <i>THE MENTALIST</i>	1.1	1.1
82. <i>THE MENTALIST</i>	1.1	1.1
83. <i>THE MENTALIST</i>	1.1	1.1
84. <i>THE MENTALIST</i>	1.1	1.1
85. <i>THE MENTALIST</i>	1.1	1.1
86. <i>THE MENTALIST</i>	1.1	1.1
87. <i>THE MENTALIST</i>	1.1	1.1
88. <i>THE MENTALIST</i>	1.1	1.1
89. <i>THE MENTALIST</i>	1.1	1.1
90. <i>THE MENTALIST</i>	1.1	1.1
91. <i>THE MENTALIST</i>	1.1	1.1
92. <i>THE MENTALIST</i>	1.1	1.1
93. <i>THE MENTALIST</i>	1.1	1.1
94. <i>THE MENTALIST</i>	1.1	1.1
95. <i>THE MENTALIST</</i>		

11.0 25	11.4 24	9.8 18	10.6 18	11.6 19	11.3 18	11.5 20	9.5 17	6.4 14
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SUPERSTATIONS

	AVERAGE AUDIENCE
	SHARE AUDIENCE %

3.5 8	3.4 7	3.0 6	2.9 5	3.6 6	3.5 6	3.0 5	2.3 4	1.9 4
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PBS

AVERAGE AUDIENCE	
SHARE	AUDIENCE %

1.3 3	1.6 3	3.8 7	4.1 7	2.1 3	2.3 4	1.7 3	1.6 3	1.2 3
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CABLE ORIG.

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1. <i>THE MENTALIST</i>	1.1	1.1
2. <i>THE MENTALIST</i>	1.1	1.1
3. <i>THE MENTALIST</i>	1.1	1.1
4. <i>THE MENTALIST</i>	1.1	1.1
5. <i>THE MENTALIST</i>	1.1	1.1
6. <i>THE MENTALIST</i>	1.1	1.1
7. <i>THE MENTALIST</i>	1.1	1.1
8. <i>THE MENTALIST</i>	1.1	1.1
9. <i>THE MENTALIST</i>	1.1	1.1
10. <i>THE MENTALIST</i>	1.1	1.1
11. <i>THE MENTALIST</i>	1.1	1.1
12. <i>THE MENTALIST</i>	1.1	1.1
13. <i>THE MENTALIST</i>	1.1	1.1
14. <i>THE MENTALIST</i>	1.1	1.1
15. <i>THE MENTALIST</i>	1.1	1.1
16. <i>THE MENTALIST</i>	1.1	1.1
17. <i>THE MENTALIST</i>	1.1	1.1
18. <i>THE MENTALIST</i>	1.1	1.1
19. <i>THE MENTALIST</i>	1.1	1.1
20. <i>THE MENTALIST</i>	1.1	1.1
21. <i>THE MENTALIST</i>	1.1	1.1
22. <i>THE MENTALIST</i>	1.1	1.1
23. <i>THE MENTALIST</i>	1.1	1.1
24. <i>THE MENTALIST</i>	1.1	1.1
25. <i>THE MENTALIST</i>	1.1	1.1
26. <i>THE MENTALIST</i>	1.1	1.1
27. <i>THE MENTALIST</i>	1.1	1.1
28. <i>THE MENTALIST</i>	1.1	1.1
29. <i>THE MENTALIST</i>	1.1	1.1
30. <i>THE MENTALIST</i>	1.1	1.1
31. <i>THE MENTALIST</i>	1.1	1.1
32. <i>THE MENTALIST</i>	1.1	1.1
33. <i>THE MENTALIST</i>	1.1	1.1
34. <i>THE MENTALIST</i>	1.1	1.1
35. <i>THE MENTALIST</i>	1.1	1.1
36. <i>THE MENTALIST</i>	1.1	1.1
37. <i>THE MENTALIST</i>	1.1	1.1
38. <i>THE MENTALIST</i>	1.1	1.1
39. <i>THE MENTALIST</i>	1.1	1.1
40. <i>THE MENTALIST</i>	1.1	1.1
41. <i>THE MENTALIST</i>	1.1	1.1
42. <i>THE MENTALIST</i>	1.1	1.1
43. <i>THE MENTALIST</i>	1.1	1.1
44. <i>THE MENTALIST</i>	1.1	1.1
45. <i>THE MENTALIST</i>	1.1	1.1
46. <i>THE MENTALIST</i>	1.1	1.1
47. <i>THE MENTALIST</i>	1.1	1.1
48. <i>THE MENTALIST</i>	1.1	1.1
49. <i>THE MENTALIST</i>	1.1	1.1
50. <i>THE MENTALIST</i>	1.1	1.1
51. <i>THE MENTALIST</i>	1.1	1.1
52. <i>THE MENTALIST</i>	1.1	1.1
53. <i>THE MENTALIST</i>	1.1	1.1
54. <i>THE MENTALIST</i>	1.1	1.1
55. <i>THE MENTALIST</i>	1.1	1.1
56. <i>THE MENTALIST</i>	1.1	1.1
57. <i>THE MENTALIST</i>	1.1	1.1
58. <i>THE MENTALIST</i>	1.1	1.1
59. <i>THE MENTALIST</i>	1.1	1.1
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61. <i>THE MENTALIST</i>	1.1	1.1
62. <i>THE MENTALIST</i>	1.1	1.1
63. <i>THE MENTALIST</i>	1.1	1.1
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67. <i>THE MENTALIST</i>	1.1	1.1
68. <i>THE MENTALIST</i>	1.1	1.1
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70. <i>THE MENTALIST</i>	1.1	1.1
71. <i>THE MENTALIST</i>	1.1	1.1
72. <i>THE MENTALIST</i>	1.1	1.1
73. <i>THE MENTALIST</i>	1.1	1.1
74. <i>THE MENTALIST</i>	1.1	1.1
75. <i>THE MENTALIST</i>	1.1	1.1
76. <i>THE MENTALIST</i>	1.1	1.1
77. <i>THE MENTALIST</i>	1.1	1.1
78. <i>THE MENTALIST</i>	1.1	1.1
79. <i>THE MENTALIST</i>	1.1	1.1
80. <i>THE MENTALIST</i>	1.1	1.1
81. <i>THE MENTALIST</i>	1.1	1.1
82. <i>THE MENTALIST</i>	1.1	1.1
83. <i>THE MENTALIST</i>	1.1	1.1
84. <i>THE MENTALIST</i>	1.1	1.1
85. <i>THE MENTALIST</i>	1.1	1.1
86. <i>THE MENTALIST</i>	1.1	1.1
87. <i>THE MENTALIST</i>	1.1	1.1
88. <i>THE MENTALIST</i>	1.1	1.1
89. <i>THE MENTALIST</i>	1.1	1.1
90. <i>THE MENTALIST</i>	1.1	1.1
91. <i>THE MENTALIST</i>	1.1	1.1
92. <i>THE MENTALIST</i>	1.1	1.1
93. <i>THE MENTALIST</i>	1.1	1.1
94. <i>THE MENTALIST</i>	1.1	1.1
95. <i>THE MENTALIST</</i>		

4.4 10	4.6 10	5.0 9	4.9 9	5.8 10	5.9 9	6.5 11	6.4 12	4.7 11
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PAY SERVICES

PROGRAM	VIEWERS*	Ratings		RANK
		VIEWERS	SHARE	
60 MINUTES	10.1	10.1	10.1	1
60 MINUTES	9.8	9.8	9.8	2
60 MINUTES	9.5	9.5	9.5	3
60 MINUTES	9.2	9.2	9.2	4
60 MINUTES	8.9	8.9	8.9	5
60 MINUTES	8.6	8.6	8.6	6
60 MINUTES	8.3	8.3	8.3	7
60 MINUTES	8.0	8.0	8.0	8
60 MINUTES	7.7	7.7	7.7	9
60 MINUTES	7.4	7.4	7.4	10
60 MINUTES	7.1	7.1	7.1	11
60 MINUTES	6.8	6.8	6.8	12
60 MINUTES	6.5	6.5	6.5	13
60 MINUTES	6.2	6.2	6.2	14
60 MINUTES	5.9	5.9	5.9	15
60 MINUTES	5.6	5.6	5.6	16
60 MINUTES	5.3	5.3	5.3	17
60 MINUTES	5.0	5.0	5.0	18
60 MINUTES	4.7	4.7	4.7	19
60 MINUTES	4.4	4.4	4.4	20
60 MINUTES	4.1	4.1	4.1	21
60 MINUTES	3.8	3.8	3.8	22
60 MINUTES	3.5	3.5	3.5	23
60 MINUTES	3.2	3.2	3.2	24
60 MINUTES	2.9	2.9	2.9	25
60 MINUTES	2.6	2.6	2.6	26
60 MINUTES	2.3	2.3	2.3	27
60 MINUTES	2.0	2.0	2.0	28
60 MINUTES	1.7	1.7	1.7	29
60 MINUTES	1.4	1.4	1.4	30
60 MINUTES	1.1	1.1	1.1	31
60 MINUTES	0.8	0.8	0.8	32
60 MINUTES	0.5	0.5	0.5	33
60 MINUTES	0.2	0.2	0.2	34
60 MINUTES	0.1	0.1	0.1	35

3.0 7	3.4 7	4.1 8	4.6 8	4.8 8	5.7 9	6.4 11	5.6 10	5.4 12
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U.S. TV HOUSEHOLDS:	88,600,000
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For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	35.5	32.3	28.0	25.1	22.6	20.5	18.0	16.5	14.6	13.0	11.4	10.4	9.4	8.7				

ABC TV

(1)

AVERAGE AUDIENCE { 2,040
 (Hhlds (000) & %) 2.3
 SHARE AUDIENCE % 8
 AVG. AUD. BY 1/4 HR % 2.3

CBS TV

AVERAGE AUDIENCE {
 (Hhlds (000) & %)
 SHARE AUDIENCE %
 AVG. AUD. BY 1/4 HR %

NBC TV

(2) (PAE)

AVERAGE AUDIENCE { 1,510
 (Hhlds (000) & %) 1.7
 SHARE AUDIENCE % 5
 AVG. AUD. BY 1/4 HR % 1.7

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE 6.0 5.3 4.6 3.2 2.5 2.2 1.7
 SHARE AUDIENCE % 18 20 21 18 18 20 19

SUPERSTATIONS

AVERAGE AUDIENCE 1.7 1.6 1.5 1.1 0.9 0.9 0.7
 SHARE AUDIENCE % 5 6 7 6 7 8 8 ^

PBS

AVERAGE AUDIENCE 1.1 0.8 0.7 ^ 0.5 ^ 0.3 ^ 0.2 ^ 0.1 v
 SHARE AUDIENCE % 3 3 3 ^ 3 ^ 2 ^ 2 ^ 1 v

CABLE ORIG.

AVERAGE AUDIENCE 4.4 3.1 2.7 2.3 1.8 1.4 1.0
 SHARE AUDIENCE % 13 12 13 13 13 13 11

PAY SERVICES

AVERAGE AUDIENCE 5.0 4.2 3.5 3.3 2.8 2.4 2.5
 SHARE AUDIENCE % 15 16 16 19 20 22 27

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC WEEKEND REPORT-SUN., ABC, (11:30-11:45)
 (2) G MICHAELS SPORTS MACHINE, NBC, (11:30-11:45)

For explanation of symbols, See page B.

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	8.9	10.9	13.4	16.0	19.2	21.4	22.5	23.0	23.2	23.8	23.8	23.9	24.2	24.8	24.8	24.4	23.8	23.9
ABC TV	(PAE)	(1)	(PAE)	(2)	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)									
AVERAGE AUDIENCE {		1,450		2,070			4,150				3,920							
(Hhds (000) & %) {		1.6		2.3			4.7				4.4							
SHARE AUDIENCE %		15		14			20				18							
AVG. AUD. BY 1/4 HR %		1.6		2.3			4.7	4.7			4.4	4.4						
CBS TV			CBS MORNING NEWS- 6:30AM		CBS THIS MORNING-A (SUS)		CBS THIS MORNING-1		CBS THIS MORNING-B (SUS)		CBS THIS MORNING-2						BLACKOUT	
AVERAGE AUDIENCE {			1,170				1,930				2,020						2,160	
(Hhds (000) & %) {			1.3				2.2				2.3						2.4	
SHARE AUDIENCE %			11				10				10						10	
AVG. AUD. BY 1/4 HR %			1.2	1.5			2.3	2.1			2.3	2.3					2.3	2.6
NBC TV	NBC NEWS AT SUNRISE (PAE)				TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) (PAE)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) (PAE)								SALE OF THE CENTURY	
AVERAGE AUDIENCE {	1,900						4,080				4,060						2,960	
(Hhds (000) & %) {	2.1						4.6				4.6						3.3	
SHARE AUDIENCE %	19						20				19						14	
AVG. AUD. BY 1/4 HR %	1.7	2.5					4.6	4.6			4.6	4.6					3.2	3.5

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	1.9		3.6		6.3		7.6		7.6		7.4		6.0		5.6		5.9	
SHARE AUDIENCE %	19		25		31		34		32		31		25		23		25	

SUPERSTATIONS

AVERAGE AUDIENCE	0.7		1.2		2.1		2.4		2.2		2.2		1.9		1.8		1.8	
SHARE AUDIENCE %	7		8		10		10		9		9		8		7		7	

PBS

AVERAGE AUDIENCE	0.1	^	0.2	^	0.5		0.9		1.3		1.4		1.5		1.6		1.3	
SHARE AUDIENCE %	1	^	1	^	3		4		6		6		6		6		5	

CABLE ORIG.

AVERAGE AUDIENCE	1.4		1.8		2.2		2.3		2.5		2.7		2.7		2.8		2.8	
SHARE AUDIENCE %	15		13		11		10		11		11		11		11		12	

PAY SERVICES

AVERAGE AUDIENCE	0.8		0.8		0.9		0.9		0.9		1.0		1.1		1.0		1.0	
SHARE AUDIENCE %	8		5		4		4		4		4		5		4		4	

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)
 (2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	23.7	23.5	23.4	23.9	24.0	25.0	26.0	26.6	27.1	27.8	28.9	29.3	28.7	28.5	27.5	28.0	27.9	28.2
ABC TV AVERAGE AUDIENCE (Hhlds (000) & %) { SHARE AUDIENCE % AVG. AUD. BY 1/4 HR %																		
			WHO'S THE BOSS? M-F		HOME		RYAN'S HOPE		LOVING		← ALL MY CHILDREN →				← ONE LIFE TO LIVE (PAE) →			
			2,920		2,450		2,270		3,490		6,430				6,310			
			3.3		2.8		2.6		3.9		7.3		7.0 *		7.5 *	7.1 *		7.2 *
			14		11		10		14		25		24 *		26 *	25 *		25 *
			3.2	3.4	2.9	2.7	2.5	2.5	3.8	4.1	6.7	7.3	7.5	7.5	7.0	7.1	7.1	7.2
CBS TV AVERAGE AUDIENCE (Hhlds (000) & %) { SHARE AUDIENCE % AVG. AUD. BY 1/4 HR %																		
		NEW CARD SHARKS		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (PAE)					← YOUNG AND THE RESTLESS →				BOLD AND THE BEAUTIFUL	← AS THE WORLD TURNS →		
		2,760		4,520		5,950			7,270						4,890		5,790	
		3.1		5.1		6.7			8.2	7.9 *			8.4 *	5.5		6.5 *	6.5 *	6.6 *
		13		22		28			30	30 *			30 *	19		23 *	24 *	24 *
		3.0	3.2	4.8	5.4	6.4	7.0		7.7	8.2	8.4	8.4	5.6	5.5	6.4	6.6	6.6	6.6
NBC TV AVERAGE AUDIENCE (Hhlds (000) & %) { SHARE AUDIENCE % AVG. AUD. BY 1/4 HR %																		
		CLASSIC CONCENTRATION		WHEEL OF FORTUNE		WIN, LOSE OR DRAW		SUPER PASSWORD		SCRABBLE	← DAYS OF OUR LIVES →				← ANOTHER WORLD (PAE) →			
		3,310		4,710		4,200		3,100		3,760					4,130			
		3.7		5.3		4.7		3.5		4.2			6.4 *		6.7 *	4.7 *	4.6 *	4.7 *
		16		22		19		13		16			22 *		23 *	17 *	17 *	17 *
		3.7	3.8	5.3	5.4	4.6	4.9	3.4	3.6	4.1	4.4	6.3	6.5	6.7	6.7	4.7	4.5	4.6
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE SHARE AUDIENCE %																		
		5.4		4.9		4.9		5.3		5.5		5.2		5.6		5.8		6.0
		23		21		20		20		20		18		20		21		21
SUPERSTATIONS AVERAGE AUDIENCE SHARE AUDIENCE %																		
		1.6		1.6		1.7		1.9		1.9		1.6		1.7		1.7		1.8
		7		7		7		7		7		5		6		6		7
PBS AVERAGE AUDIENCE SHARE AUDIENCE %																		
		1.1		0.7		0.6		0.8		0.7		0.9		0.8		0.6		0.6
		5		3		3		3		3		3		3		2		2
CABLE ORIG. AVERAGE AUDIENCE SHARE AUDIENCE %																		
		2.7		2.5		2.7		2.8		2.6		2.8		2.9		3.1		3.2
		11		11		11		11		10		10		10		11		11
PAY SERVICES AVERAGE AUDIENCE SHARE AUDIENCE %																		
		1.0		0.9		0.9		0.9		0.9		0.8		0.9		0.9		0.9
		4		4		4		3		3		3		3		3		3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45		
HUT	28.0	28.8	29.3	30.1	30.1	32.0	33.5	35.2	36.5	38.3	40.0	41.9	47.2	49.4	50.9	52.6		

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← GENERAL HOSPITAL → (PAE)

ABC WORLD
NEWS TONIGHT

6,800															9,160		
7.7	7.5	*		7.9	*										10.3		
27	27	*		27	*										20		
7.5	7.5		7.8	7.9											10.1	10.6	

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← GUIDING LIGHT (PAE) → (PAE)

CBS EVENING
NEWS-RATHER

5,550															9,290		
6.3	6.2	*		6.4	*										10.5		
22	22	*		22	*										21		
6.0	6.2		6.4	6.3											10.4	10.5	

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← SANTA BARBARA →

NBC NIGHTLY
NEWS

4,150															7,990		
4.7	4.6	*		4.7	*										9.0		
16	16	*		16	*										18		
4.6	4.6		4.7	4.7											8.8	9.1	

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.4		7.2		8.0		8.9		10.2		11.6		13.7		15.1			
23		24		26		26		27		28		28		29			

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9		1.9		2.2		2.5		2.9		3.0		3.0		3.3			
7		7		7		7		8		7		6		6			

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.6		0.6		0.9		1.1		1.1		1.1		1.3		1.4			
2		2		3		3		3		3		3		3			

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.4		3.5		3.9		4.2		4.0		4.4		4.7		5.5			
12		12		12		12		11		11		10		11			

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.0		0.9		0.8		0.8		0.9		0.9		1.1		1.4			
3		3		2		2		2		2		2		3			

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	9.6	11.2	13.0	14.5	16.9	19.0	20.5	22.1	24.7	26.3	26.6	27.1	28.3	29.1	28.9	29.0	28.1	27.9

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

LITTLE CLOWNS-ALL NEW HAPPYTOWN	POUND PUPPIES	MY PET MONSTER	LITTLE WIZARDS	REAL GHOSTBUSTERS	REAL GHOSTBUSTERS	BUGS BUNNY & TWEETY SHOW
1,860	2,660	3,100	3,100	3,810	4,430	4,080
2.1	3.0	3.5	3.5	4.3	5.0	4.6
12	14	14	13	15	17	16
1.9	2.2	2.7	3.2	4.0	4.5	4.5

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

HELLO KITTY	MUPPET BABIES I	MUPPET BABIES II	MUPPET BABIES III	PEE WEE'S PLAYHOUSE	MIGHTY MOUSE	POPEYE & SON
2,220	3,010	3,900	4,340	5,140	3,460	2,750
2.5	3.4	4.4	4.9	5.8	3.9	3.1
14	16	17	18	20	13	11
2.4	2.6	3.1	4.4	5.7	4.0	3.1

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

GUMMI BEARS (PAE)	SMURFS I	SMURFS II	SMURFS III (PAE)	ALF-SAT MORN (PAE)	ALVIN AND THE CHIPMUNKS	FRAGGLE ROCK
3,720	4,520	5,400	5,320	4,780	5,140	4,160
4.2	5.1	6.1	6.0	5.4	5.8	4.7
23	24	24	22	19	20	17
3.7	4.6	6.1	6.0	5.6	5.7	4.8

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.9	3.6	4.4	4.7	4.9	5.9	6.3	6.5	6.8
28	26	24	22	19	22	22	22	24

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.0	1.2	1.4	2.0	1.5	1.6	1.5	1.8	1.9
10	9	8	9	6	6	5	6	7

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.1	0.3	0.5	0.7	1.1	1.1	0.8	1.0	1.2
1	2	3	3	4	4	3	3	4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.0	2.2	3.0	3.3	4.1	4.1	4.4	4.4	4.3
19	16	17	15	16	15	15	15	15

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.2	1.3	1.6	1.8	2.1	2.6	3.0	3.4	3.6
12	9	9	8	8	10	10	12	13

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	27.9	28.0	27.9	28.1	28.0	28.3	28.0	28.7	28.9	28.5	28.0	28.0	27.3	27.7	28.2	29.5	29.4	29.4

ABC TV

		FLINTSTONE KIDS		ANIMAL CRACK-UPS		HEALTH SHOW	(1)							PRO SKIING CHAMPION-SHIPS		PRO BOWLERS TOUR (3:00-4:35) (PAE)		
AVERAGE AUDIENCE (Hhds (000) & %)	{	3,280		3,010		1,680		1,950						1,420		4,080		
SHARE AUDIENCE %	%	3.7		3.4		1.9		2.2						1.6		4.6		4.7 *
AVG. AUD. BY 1/4 HR	%	13		12		7		8						6		15		15 *
	%	3.7	3.7	3.3	3.5	1.9	1.9	2.2	2.2					1.6	1.5	3.4	3.9	4.5

CBS TV

		DENNIS THE MENACE		TEEN WOLF		GALAXY HIGH SCHOOL								WRLD CHP TENNIS FNL-BUTICK				
AVERAGE AUDIENCE (Hhds (000) & %)	{	2,750		2,130		2,040		1,860										
SHARE AUDIENCE %	%	3.1		2.4		2.3		2.1	2.2 *		1.9 *		1.9 *		2.0 *		2.3 *	2.4 *
AVG. AUD. BY 1/4 HR	%	11		9		8		7	8 *		7 *		7 *		7 *		8 *	8 *
	%	3.1	3.1	2.4	2.5	2.3	2.3	2.5	2.0	1.9	1.8	1.9	1.9	1.9	2.0	2.3	2.4	2.1

NBC TV

		NEW ARCHIES		FOOFUR (PAE)		I'M TELLING												BASEBALL '88 PREVIEW (3:30-4:30)
AVERAGE AUDIENCE (Hhds (000) & %)	{	3,720		3,100		2,390												2,570
SHARE AUDIENCE %	%	4.2		3.5		2.7												2.9
AVG. AUD. BY 1/4 HR	%	15		13		10												10
	%	4.3	4.1	3.4	3.6	2.6	2.7											2.8

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	8.0		8.1		9.2		9.4		9.9		9.3		10.2		9.4		10.0
SHARE AUDIENCE %	29		29		33		33		34		33		37		33		34

SUPERSTATIONS

AVERAGE AUDIENCE	2.3		1.9		2.1		2.7		3.5		3.2		3.2		2.9		2.7
SHARE AUDIENCE %	8		7		7		10		12		11		12		10		9

PBS

AVERAGE AUDIENCE	1.2		1.5		1.7		1.6		1.7		1.7		1.8		2.1		1.7
SHARE AUDIENCE %	4		5		6		6		6		6		7		7		6

CABLE ORIG.

AVERAGE AUDIENCE	4.5		5.2		5.8		6.2		6.2		6.8		6.3		6.9		6.8
SHARE AUDIENCE %	16		19		21		22		22		24		23		24		23

PAY SERVICES

AVERAGE AUDIENCE	2.4		2.3		1.8		1.9		2.1		2.1		1.5		1.7		1.9
SHARE AUDIENCE %	9		8		6		7		7		8		5		6		6

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WEEKEND SPECIALS, LITTLE RED RIDING HOOD, ABC, (1:00-1:30)

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	30.1	31.3	31.7	32.3	32.7	34.0	36.2	38.2	40.9	42.5	43.4	45.2

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

PRO BOWLERS TOUR (4:35-5:00)(PAE)	← ABC WIDE WORLD-SPORTS SAT (4:35-6:00)(PAE) →										ABC WRLD NEWS TONIGHT-SAT
	4,520										6,020
	5.5 *	5.1	4.9 *		5.2 *		5.2 *				6.8
	17 *	14	15 *		15 *		13 *				15
	5.4	5.5	4.8	5.1	5.2	5.2	5.5	5.0			6.7
											6.8

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

← CBS SPORTS SATURDAY SKATING CHAMPIONSHIP EXHIBITION	← CBS NCAA BSKBL CHAMP KANSAS VS DUKE (5:30-7:45) →										← SA-1
	3,540				4,960		10,810				
	4.0	3.4 *		4.6 *	5.6		12.2	9.7 *		11.8 *	12.2 *
	13	11 *		14 *	17		28	26 *		28 *	28 *
	3.1	3.7	4.4	4.8	5.1	6.1	8.8	10.6	11.7	11.9	11.5
											12.8

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

BASEBALL '88 PREVIEW (3:30-4:30)	← DINAH SHORE GOLF-SAT →										NBC NIGHTLY NEWS-SAT.
		2,660									6,380
	3.0 *	3.0	3.0 *		2.9 *		3.1 *				7.2
	10 *	9	9 *		9 *		8 *				16
	3.0	3.0	3.1	3.0	3.0	2.9	3.2	3.1			7.0
											7.4

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

9.3		10.0		10.6		11.2		11.0		11.5
30		31		32		30		26		26

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.5		2.8		2.9		3.1		3.4		3.8
8		9		9		8		8		9

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9		2.2		2.1		2.3		2.0		2.0
6		7		6		6		5		5

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.5		6.1		6.3		5.3		5.5		5.4
21		19		19		14		13		12

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.1		2.3		2.3		1.8		1.5		2.1
7		7		7		5		4		5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.5	6.8	7.2	8.2	9.3	10.4	12.2	14.2	16.1	17.9	18.6	20.3	21.5	22.7	23.3	24.5	25.2	25.7

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

EASTER FROM ROME
(SUS)

DISNEY WRLD EASTER PARADE

3,010

3.4

14

2.0

2.4

11

2.7

3.4

14

3.6

4.5

17

4.7

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FOR OUR TIMES
(SUS)

SUNDAY MORNING

FACE THE
NATIONEASTER SERVICE
(SUS)

2,750

3.1

16

2.4

2.6

15

2.7

3.2

16

3.4

1,770

3.4

15

3.3

2.0

8

2.1

1.9

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

SUNDAY TODAY

(PAE)

MEET THE PRESS
(PAE)

1,590

1.8

12

1.3

1.4

12

1.6

1.7

12

1.8

2.2

12

2.4

1,950

2.2

9

2.1

2.3

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8

27

2.2

29

2.8

28

4.0

30

5.2

31

6.2

32

6.4

29

7.4

31

8.0

31

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.5

8

0.7

9

0.7

7

1.2

9

1.8

11

2.2

11

2.0

9

2.0

8

2.6

10

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.1

2

0.2

3

0.2

2

0.6

5

1.0

6

1.2

6

1.2

5

1.2

5

1.1

4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.2

18

1.6

21

2.3

23

3.1

23

3.6

21

3.8

19

4.3

19

4.6

19

4.5

18

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.2

18

1.2

16

1.2

12

1.4

11

1.7

10

2.2

11

2.6

12

2.8

12

2.6

10

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	25.7	25.9	26.0	26.6	27.5	27.9	26.8	26.6	26.3	27.0	27.2	27.6	27.8	28.0	28.2	28.2	29.1	29.4

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← THIS WEEK-DAVID BRINKLEY → BUSINESS WORLD

CHALLENGE OF CHAMP TENNIS

ABC SCHLITZ
PRO BOXING
(3:30-5:00)

3,010				710					1,150								3,370	
3.4	3.4 *		3.4	* 0.8					1.3	1.0 *		1.3 *		1.4 *		1.4 *	* 3.8	2.6 *
13	13 *		13	* 3					5	4 *		5 *		5 *		5 *	* 13	9 *
3.5	3.2	3.4	3.3	0.8	0.7 ^				1.2	0.9	1.2	1.4	1.3	1.4	1.4	1.3	2.5	2.8

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

EASTER SERVICE
(SUS)

CBS EASTER PARADE

NBA ON CBS
CHICAGO VS DETROIT
(1:30-4:05)(PAE)

		2,220							4,340									
		2.5	2.4 *		2.6 *				4.9	3.7 *		4.6 *		5.0 *		5.3 *		5.6 *
		10	9 *		10 *				18	14 *		17 *		18 *		19 *		19 *
		2.3	2.5	2.8	2.5				3.4	3.9	4.4	4.8	5.2	4.9	5.2	5.4	5.5	5.8

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

AL MCGUIRE'S CHAMP.
SPEC.

SPORTSWORLD

									1,060				1,950					
									1.2	1.3 *		1.2 *	2.2	1.8 *		2.4 *		2.4 *
									4	5 *		4 *	8	6 *		9 *		8 *
									1.5	1.2	1.1	1.2	1.5	2.1	2.5	2.2	2.9	2.4

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

9.3		8.9		9.7		10.5		10.9		10.5		10.3		10.3		10.5
36		34		35		39		41		38		37		37		36

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.3		3.6		3.6		3.8		3.5		3.2		2.8		2.9		2.9
13		14		13		14		13		12		10		10		10

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.3		1.3		1.5		1.0		1.2		0.9		0.7 ^		0.8		0.9
5		5		5		4		5		3		3 ^		3		3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.5		5.1		5.6		5.1		5.5		5.2		5.2		5.1		5.9
17		19		20		19		21		19		19		18		20

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.6		2.5		2.7		2.6		2.3		2.9		2.9		2.7		2.6
10		10		10		10		9		11		10		10		9

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	29.2	30.3	30.6	30.5	30.2	30.0	31.0	32.6	34.3	35.2	35.9	37.1						

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

ABC SCHLITZ PRO BOXING
(3:30-5:00)

MUTUAL OF OMAHA SPECIAL

ABC WRLD NEWS
TONIGHT-SUN

					3,100							4,610					
	4.1	*		4.6	* 3.5	3.3	*	3.6	*			5.2					
	14	*		15	* 11	11	*	11	*			14					
	3.8	4.5	5.0	4.2	3.2	3.3	3.4	3.9				5.2	5.1				

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

NCAA WOMEN'S BSKBL CHAMP.
(4:05-6:04)(PAE)

CBS EVENING
NEWS-SUNDAY
(PAE)

3,810									3,990								
4.3	4.2	*		3.9	*	4.3	*	4.6	* 4.5								
14	14	*		13	*	14	*	15	* 12								
4.4	4.2	3.9	4.0	4.2	4.3	4.4	4.9	3.9	5.1								

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

DINAH SHORE GOLF-SUN
(4:00-5:52)(PAE)

NBC NIGHTLY
NEWS-SUN

2,750									3,900								
3.1	2.7	*		3.0	*	3.3	*		4.4								
10	9	*		10	*	11	*		12								
2.7	2.8	2.9	3.2	3.3	3.3	3.6			4.5	4.4							

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

10.4		10.8		10.9		10.8		10.8		11.5
35		35		36		34		31		32

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.0		3.4		3.7		3.3		3.6		3.7
10		11		12		10		10		10

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.2		1.3		1.3		1.1		0.9		1.2
4		4		4		3		3		3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.4		5.3		5.3		5.8		5.9		5.7
18		17		18		18		17		16

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.6		2.8		2.3		2.0		2.2		2.3
9		9		8		6		6		6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.